



Announcing: The Portcullis Group

LONDON DATE: 29th April 2015

NEW FULL SERVICE AGENCY LAUNCHES

Portcullis Public Affairs and New Media Business Group have teamed up to create **The Portcullis Group**, providing a 'full service' agency offering to clients across the Government, public, private and charity sectors.

The Portcullis Group offers a combined team of 75 specialists delivering via five "pillars" of operational excellence: **Public Affairs, Market Access** (Sales/E-Commerce and Marketing), **Public Relations, Digital** (Web/IT and Software Engineering) and **Business Services** (including Business Turnaround). All services are integrated and the Group headquarters is Portcullis Public Affairs' London office at 11 Haymarket, London, SW1.

The Portcullis Group A-Z of clients includes Aviva, BTC Auto VHC, Breezmount IKEA, eLogistics, Interserve, LLWR (formerly BNFL), the NHS, O'Keefe Construction, RBS, and Zympay. The Group has a particular focus on integrated communications and bridges the gap between having a great business idea and business success: getting a product or service ready for market access, establishing the brand, stimulating a regular demand for it, building/maintaining its reputation and fulfilling the sales orders. Securing the policy framework within which businesses can thrive and grow is an integral part of the Group's proposition.

The Group's Directors include Tim Meadows-Smith, Chairman of the New Media Business Group, Charles Cockburn, who founded Portcullis Public Affairs 25 years ago and now chairs the Group, and Ian Derbyshire, Managing Director at Portcullis Public Affairs, who is also now Chief Executive of the Group. Ownership of The Portcullis Group is held entirely by the management.

Chief Executive of the Portcullis Group, Ian Derbyshire, said, "*We're excited to be announcing today the formation of The Portcullis Group. We've brought together all the capabilities needed to deliver our vision of becoming the centre of excellence for strategic communications and digital marketing in London. One of the advantages of the Group is its ability to deliver newly-integrated services and, by bringing digital marketing services into the heart of public affairs, we can connect even more effectively online with our clients' stakeholders. Our ability to tackle client issues, deploying the group's full marketing and digital/social media capabilities, adds considerably to the tools already available to us which have been deployed successfully for more than 25 years.*"

More information about The Portcullis Group is at www.theportcullisgroup.com

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Notes

The Portcullis Group offers expertise and practical help to companies and businesses of all sizes, from the largest corporates to SMEs, start-ups, professional bodies, trade associations, public sector organisations and charities.

The following companies operate within The Portcullis Group:

Portcullis Market Access – a specialist marketing and sales support agency, helping ambitious, early-stage businesses through the difficult years of building a brand, developing strong and predictable demand and providing a full market access service that grow clients' sales in the UK, EU, USA and globally. Vital business services provided include Business Planning, Funding Sourcing, Competitor Analysis/Market Research, Product Testing and Packaging, Licensing and Due Diligence Checks, Warehousing/Distribution, Digital Marketing and Sales/E-Commerce allied to web and App development.

Portcullis Business Services - offers outsourced services such as human resources, finance, credit control, insurance, leasing, with leadership support from business growth and turnaround specialists. Where necessary, the company is able to harness in one convenient package for clients the capabilities which exist right across the Group.

Portcullis Public Affairs - a leading government relations and strategic communications consultancy with over 25 years' experience offering advice to some of the UK's most prominent companies, charities and other organisations. Its mission is to help Government reach better policy decisions. Specialities include public affairs, government relations in the UK and Europe, reputation and crisis management. Sector specialisms including healthcare/pharmaceuticals, transport, energy, property, and sport.

Portcullis Public Relations – a separate announcement about the talented PR team and their extensive track-record and capabilities will be made soon. Meanwhile, please direct media enquiries and interview requests to media@theportcullisgroup.com or telephone 07974 502847.

Portcullis Digital – the public manifestation of much of the Group's output, and at the forefront of web and software design, the company delivers bold, beautiful and easy-to-use websites. These attract and impress customers and stakeholders and help clients across all sectors to communicate well across multiple online platforms, deploying the latest digital marketing tools in integrated campaigns. Clients benefit from an international team of world-class developers who design bespoke Apps and software solutions, opening up new channels for sales and customer communication, and automating business processes which save the client time and money.

Registered company address: 11 Haymarket, London, SW1Y 4BP