



# How we can help.

The PR Store offers a range of public relations services, to help companies, charities and public sector organisations. We won't promise what we can't deliver. We won't charge enormous fees. But we will aim for excellent results.

And we will get you noticed. Read on to find out more.

**THEPRSTORE**

[www.theprstore.net](http://www.theprstore.net)

# Services

**Copywriting** – We can create the right words for your website, annual report or corporate brochure.

**Media relations** – We can promote your organisation locally and nationally – and even provide crisis management support.

**Media training** – We can advise you on how to deal with the difficult times – and make the best of your good news.

**Design** – The PR Store can create corporate newspapers that look like real newspapers. Our team can also help you produce newsletters, leaflets, brochures and websites – either alone or working with partners.

And that's it. We don't promise everything and we don't promise the earth. That's why clients like us.

*“Adrian Mahoney [of The PR Store] provides Scottish Enterprise with an excellent web copywriting service. His ability to engage with our internal customers, his advanced writing skills and his wide experience of subject matter all make him a real asset to our organisation. I would not hesitate to recommend his services.”*

**Sally McPherson**  
Network Web Manager  
Scottish Enterprise



# Copywriting

Great words can make or break a website, newsletter or corporate publication. The PR Store can research and write material to suit your requirements.

Adrian Mahoney, the PR Store's managing consultant, has academic and professional qualifications in journalism. He also worked for local and national newspapers for 10 years.

Since launching The PR Store, his words have been used by a wide range of clients - from large companies, like Sun Microsystems and Railtrack, to charities, like Canmore Housing Association, and public sector organisations, like Scottish Enterprise.



# Media relations

Adrian Mahoney — the PR Store's managing consultant — is an experienced journalist, manager and public relations professional.

He worked for 10 years (six as chief reporter) on The Falkirk Herald — the biggest-selling local weekly newspaper in Scotland. He's also written for a wide variety of titles, from the Scotsman to the Daily Record — and worked in radio.

In June 1997, Adrian joined Scottish Homes, the Government-funded national housing agency, as a communications officer. He launched The PR Store at the end of 1999 and now works with a range of experienced media relations professionals. They can help you plan, execute and evaluate a media campaign to get the very best results.

To see samples of work, visit our website at [www.theprstore.net](http://www.theprstore.net)



# Media training

The PR Store can organise tailored communication courses to help individuals or organisations deal with the press effectively; make the best of good news; handle the bad times; and keep staff motivated and informed.

Training clients have included West Lothian College, Queen Margaret University College and Falkirk Voluntary Action Resource Centre.

To find out more about training fill out our feedback form on our website at [www.theprstore.net](http://www.theprstore.net) or call **w01506 823714**



# Design

We can write and design publications - both in paper form and online - to publicise your organisation's activities. See samples of our latest work online at

[www.theprstore.net](http://www.theprstore.net)



Above: Annual report for Falkirk Enterprise Action Trust



Above: Property Matters magazine for West Lothian Council.



Right: Annual report for Forth Valley Health Board

*Developing services*

## IMPROVING THE HEALTH OF FORTH VALLEY



**What Health Improvement Plan says:**

Staff and the public have an increasingly important role to play in the development of, and improvement to, health.

We will make sure we will not continuously plan at the expense of action.

**Service priorities and changes**

Most health targets relate to an age limit of 65 years. However, with many people living longer now we have taken the decision to raise the age target to 75.00 years of age. The strategic priorities agreed by the health board and its key strategic partners cover 18 main areas. The following are a few examples:

- Cancer** To improve the overall health of the population and reduce the health care burden on people under 75 years to 20 per cent between 2005 and 2011, that is from 100 deaths to 75 deaths per 100,000 of the population.
- Coronary Heart Disease (CHD)** To reduce deaths from coronary heart disease in those aged 45 to 64 by 20 per cent from 1995 to 2010.
- Stroke** To reduce deaths from stroke in the 45 to 64 age group by 20% from 1000 to 750 over a 10 year period.
- Sexual health** To plan and deliver services which meet the needs and wishes of those applying for services, with high standards of care to be added to strategic needs.
- Children and young people** To ensure fully engaged services across the board with the West Lothian Authorities.
- Substance misuse** To improve access to high quality services for those with mental and substance problems.
- Sexual health** To achieve a 20 per cent reduction in pregnancy in 15-19 year olds from 1000 to 750.
- Older people** To improve overall health and well-being of all older people in Forth Valley by ensuring an integrated range of prevention, treatment and care services with key partners.
- Waiting times** To improve the patient experience by reducing the waiting time for referral by a GP to treatment completion.

**Tackling causes of ill health**

Working together with local authorities and other key partners is an essential part of the health board's responsibilities. The board, in partnership with the NHS, are committed to improving the health of our communities and to the prevention of ill health. A number of ill health prevention programmes have been agreed and are being implemented. These include:

- **Smoking cessation** - to reduce the number of people who are smokers and to help those who are trying to quit.
- **Alcohol consumption** - to reduce the number of people who are drinking too much alcohol.
- **Physical activity** - to encourage people to be more active and to reduce the number of people who are sedentary.
- **Weight management** - to help people to maintain a healthy weight and to reduce the number of people who are overweight or obese.
- **Healthy eating** - to encourage people to eat a healthy diet and to reduce the number of people who are eating an unhealthy diet.

**Moving the cost**

The most significant change in the new strategic plan is the move to a 'value-based' approach. This means that the board will be paid for the health services it provides, rather than for the number of services it provides. This will encourage the board to focus on the quality of care and to reduce the cost of care. The board will also be responsible for the overall health of the population, rather than just for the services it provides.

**What the Plan says:**

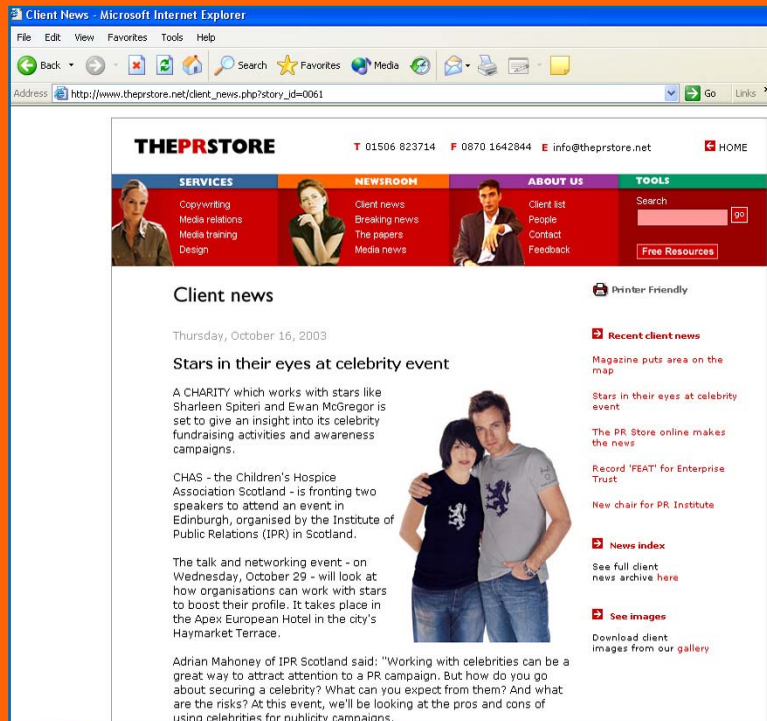
We must develop a partnership approach in which advice and information is shared freely and priorities are jointly developed.



**£1 million a year service to help kidney patients**

A new service to help kidney patients in Forth Valley has been agreed. The service will provide a range of support and advice to patients and their families. The service will be funded by a £1 million grant from the NHS. The service will be run by a team of health professionals and will be based at the Forth Valley Health Board. The service will be available to patients in Forth Valley and will be available to patients in other parts of the NHS. The service will be available to patients in Forth Valley and will be available to patients in other parts of the NHS.

# Newsroom



*“Adrian cares about details and works hard to get things right. He generates a huge amount of work but doesn't let his standards slip.”*

**Jane Cumming**  
Former Chair

The Institute of Public Relations in Scotland

*“The PR Store have always provided Scottish Enterprise with an outstanding copywriting service. Their work on our websites has been second to none.”*

**David Shaw**  
Editor

Scottish Enterprise Online



# Online media centre

There's nothing worse than looking for that old press release and not being able to find it.

At The PR Store, there's no such worry.

Every time we issue a news release for you (except if you ask us not to) we'll post a copy in our online newsroom at [www.theprstore.net](http://www.theprstore.net)

We also make sure other online sources are featuring your story. Whatever happens, your story won't be ignored.

Make the connection. Talk to The PR Store on **01506 823714** or email us:

[info@theprstore.net](mailto:info@theprstore.net)

# About us

The PR Store has worked with a wide range of clients since its launch in 1999. Here are some of them.

- Scottish Enterprise
- West Lothian Council
- Canmore Housing Association
- Falkirk Enterprise Action Trust (FEAT)
- Lothian Housing Association/Castle Rock
- Forth Valley Health Board (now NHS Forth Valley)
- West Lothian Chamber of Commerce
- Railtrack (now Network Rail)
- Sun Microsystems
- West Lothian College
- Queen Margaret University College
- Clark Eriksson Associates



# People

**ADRIAN MAHONEY** MIPR

adrian@theprstore.net

Adrian Mahoney (pictured left) - The PR Store's managing consultant - is an experienced journalist, manager and public relations professional.

He worked for 10 years (six as chief reporter) on The Falkirk Herald - the biggest-selling local weekly newspaper in Scotland. He's also written for a wide variety of titles, from the Scotsman to the Daily Record - and worked in radio.

He launched The PR Store in 1999.

Adrian is also a former vice-chairman of the Institute of Public Relations in Scotland.

As well as working on his own, Adrian also works in partnership with a number of associate consultants.



# People

**MOI ALI MIPR**

[moi@theprstore.net](mailto:moi@theprstore.net)

Moi Ali specialises in public relations, communications and marketing services for voluntary organisations, charities, healthcare organisations and the public sectors. She previously held a number of in-house communications roles with a high street bank, a third world charity and a government agency.

A successful author, Moi has written a number of books on marketing and PR.

**LINDA BRUCE MIPR**

[linda@theprstore.net](mailto:linda@theprstore.net)

A graduate in communication, Linda has almost a decade's experience in PR and marketing, both in-house and in consultancy.

Linda was formerly a senior consultant with Countrywide Porter Novelli, one of Europe's largest PR agencies. Her particular areas of expertise are media relations, media training and event management.



# People

**LYNNE CROSSAN MIPR**

lynne@theprstore.net

Lynne Crossan has a wealth of experience in the communications industry. For the past decade she has operated her own marketing and communications company.

Lynne began her career as an account director with PR Consultants Scotland (now Weber Shandwick), where she handled a wide range of corporate and consumer public relations programmes. Clients included Wm Low & Co plc, Bacardi Rum, Whitbread, The Scottish Office, Scottish Enterprise, Scottish Dairy Council and Country Club Hotels. Her background also includes a number of years working with Radio Clyde.

Today, Lynne is well known within Scotland's marketing community and is an active member of the IPR, BACB and Lothian Quality Forum. Lynne is also personal manager and publicist for actress Elaine C Smith and has been looking after Elaine's appearances and interviews for over eight years.

# Contact us

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0870 1642844 (voicemail)

**E-mail:** [info@theprstore.net](mailto:info@theprstore.net) or  
[urgent@theprstore.net](mailto:urgent@theprstore.net)

**Fax:** 0870 1642844 or fill out our  
feedback form.

**Or visit our website at**  
**[www.theprstore.net](http://www.theprstore.net)**

*“Without publicity there can be no public support, and without public support every nation must decay.”*

**Benjamin Disraeli**  
Queen Victoria's favourite Prime Minister

*“There is only one thing in the world worse than being talked about, and that is not being talked about.”*

**Oscar Wilde**  
Novelist