

Building trust through better communication



The Outwrite team (left to right) of Tom Norris, Sophia Thomas, Ben Kavanagh, Anthony Bullick, and Jill Lloyd

In a world where trust is hard won and easily lost, the way organisations listen, communicate and engage has never mattered more. PR is not just about visibility or coverage. At its best, it's a strategic management discipline that helps organisations understand the people and communities around them, make better decisions, protect their reputation, and build meaningful relationships.

That belief sits at the heart of Outwrite. Since 1994, we have worked with organisations to use strategic PR, stakeholder and community engagement, and creative storytelling to make a positive impact.

This newsletter has been created in that spirit. It's not designed as a sales brochure. Instead, we wanted to share practical advice, useful guidance, and ideas that can help you communicate with more confidence, clarity, and purpose.

Inside, you will find insight from our team on some of the issues organisations are facing today, from building trust and demonstrating expertise to responding to misinformation and engaging more effectively with the people who matter most.

I'm also proud that our work continues to be recognised by our industry, including being named CIPR Cymru Wales Best Small Agency of the Year for the second time in four years. But what matters most to us is the impact we help our clients make.

I hope you find this edition useful, thought-provoking, and inspiring.

Anthony Bullick
Outwrite PR managing director

Navigating AI, recruitment, and ESG communications

From artificial intelligence (AI) impacting brand reputation, to attracting top talent and communicating ESG (environmental, social, governance) efforts effectively, firms face a range of challenges across the next 18 to 24 months.

With 73 per cent of employers in the UK struggling to find candidates with the right skillsets and 87 per cent of businesses concerned about brand visibility in the age of AI, this newsletter offers key guidance and insight on how to stay ahead.

Packed with expert advice, Outwrite spotlights real-life examples of ESG

reports showcasing impact and highlighting key stories, outlines ways to position yourself as an employer of choice, and delves into the role PR and communications plays in helping you build brand authority online in today's AI world.

In addition, readers will learn about the benefits of early stakeholder engagement when progressing a new scheme and what this can look like in practice.

We also delve into our own social value activities to inspire other firms to give back to their local communities and support fellow businesses.

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“With AI increasingly evident across the digital landscape, getting to grips with how it influences people’s thoughts, opinions, and decision making is vital for every brand.”

Outwrite holds a variety of seminars and workshops. Email Jill@outwrite.co.uk to register your interest for future events

Spotlighting the impact of AI on brand reputation


Outwrite hosted an exclusive insight session to unpack the inner workings of artificial intelligence (AI) on businesses’ reputations.

The seminar covered a range of key topics including how machine learning tools like ChatGPT draw upon and summarise existing information online to curate a brand image – for better or worse.

Attendees took part in a series of reflective exercises to understand this in greater depth and identify where AI is currently impacting how their organisations are perceived by stakeholders.

Practical actions that can be taken to mitigate the risk of false or outdated information circulating digitally were also highlighted to help them maintain credibility going forwards.

Want to read more about the day?
Scan the QR code



Building trust in the age of AI

Visibility without credibility is fragile, especially with AI increasingly shaping a brand’s reputation online by summarising information to generate content.

From ChatGPT to Google’s AI overview, the technology can quickly summarise vast amounts of information and generate content; however, it also poses the risk of treating misinformation as fact potentially prompting and amplifying negative perceptions.

To address this, brands should ensure their website is up to date and accurate with key messages clearly conveyed, boost average review scores with genuine

positive feedback, and secure press coverage in trusted publications.

These signals will shape how generative AI systems both interpret and represent the business as they draw upon sources that appear credible, clearly written, and consistently updated.

In addition, there are opportunities for firms to harness the benefit of AI. For example, it allows for sentiment analysis to be completed quickly and easily and can predict an issue or crisis if attitudes are found to be changing rapidly, helping you to stay ahead of reputational challenges.



Mike Taylor, senior coastal ranger at Flintshire County Council, is interviewed by the Outwrite team. Video interviews are shown within search results and are valued by AI tools

PR leading the GEO response

Organisations must now be visible and trusted by AI tools that influence how information is discovered and represented online.

This shift has led to the rise of GEO (Generative Engine Optimisation) which focuses on ensuring brands appear within these technologically created results.

That's where PR and communications is perfectly placed to assist by helping build authority through earned media

coverage, expert commentary, thought leadership, and stakeholder engagement.

For businesses, this calls for a joined-up approach. Communications and digital teams should work together to understand how their organisation appears in generative search tools, identify where they are being mentioned, and strengthen relationships with reputable media and online communities.

The risk of fake spokespeople



In the age of AI, simply labelling someone as an expert is not enough to ensure credibility. For example, an investigation revealed that more than 600 articles published across the UK press have quoted experts that may not actually exist.

With much of the activity in question connected to digital PR and SEO, coverage removed overnight likely caused search visibility to nosedive as links were removed and trust signals disappeared.

Marketing and social value expert Alison Hourihane presenting at Outwrite's PR and Marketing Conference. Speaking at in-person events and sharing about them online helps build trust in AI tools

A business should take a multi-channel approach to build authority and think beyond the written word to podcast appearances (audio-only or filmed) to help demonstrate that a spokesperson is not only knowledgeable, but real.

Consider repurposing the content across owned channels too, with links added to relevant profile pages to make verification easy for journalists.

The lesson for brands is clear: authority must be reinforced through visibility that can be independently verified.

Attracting talent and skills with PR and comms



Wynne Construction regularly showcases the success of its employees. Pictured are NVQ level 3 apprentice Callum Jones and site manager Dylan Richards

Brand longevity, success, and growth are often dependent on recruiting and retaining the right talent – so what exactly can a business do to position itself as an employer of choice?

Organisations must put themselves in the candidates' shoes. Are job hunters reviewing your social media channels? What pages on your website do they visit?

With approximately 70 per cent of job applicants using generative AI to research a business, ensuring accurate and eye-catching content is available online for the software to summarise is paramount.

Take time to understand what's important to them e.g. training and development or career pathways, to help inform key messaging and content.

For example, news story ideas include staff spotlights, new qualifications, and internal promotions. Vary the quoted people in expert commentary pieces to show you value voices from across the organisation.

Annual renewable growth event



Now First Minister Rhun ap Iorwerth paid a visit to the Jones Bros Civil Engineering UK stand at the inaugural Renewable Growth Conference

Outwrite will be speaking about the role of PR and communications on skills and attracting the right people at the Renewable Growth Conference.

The award-winning agency's managing director, Anthony Bullick, will delve into how businesses can effectively position themselves to ensure the skills gap doesn't hinder their growth.

Scan the QR code after Tuesday 30 June to learn what happened on the day

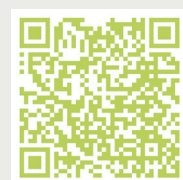


Case study: recruitment and PR in action

An effective PR and comms plan can help boost brand visibility and improve the quality of applicants for businesses looking to recruit. For example, Outwrite devised and implemented a digital campaign on behalf of a leading engineering firm.

Using tactics including media relations, news-style video interviews, and organic social media, the client recorded the highest ever number of quality applicants for its apprenticeship scheme and increased traffic to its careers page by 29 per cent.

Scan the QR code to read the case study in full





ESG and communicating credibility

In the journey towards net zero, there are various challenges SMEs can face, including how to relay their ESG (environmental, social, and governance) efforts clearly with their stakeholders.

By keeping them updated throughout the process, you can encourage them to take action and build up mutual trust and goodwill.

First, identify your stakeholders and understand their different expectations, needs, wants, and concerns.

Then maintain frequent, open, and honest communication with all stakeholders through a mix of news stories, videos, and infographics to tell your business' story.

Remember to always consider what channels your stakeholders engage with including industry publications and social media platforms.



Scan the QR code to find out more



Outwrite sees ESG report shortlisted for prestigious awards

A Welsh foodservice wholesaler saw its inaugural ESG report shortlisted at the ESG & Sustainability Awards thanks to Outwrite PR.

Offering readers in-depth insight into the company's net zero journey, the award-winning agency covered Harlech Foodservice's historic and current activity as well as future plans.



Scan the QR code to view the report



North Wales business spotlights sustainability and social value

Mold-based Celtic Financial Planning has donated more than £7,000 to charitable causes and offset 10 tonnes of carbon emissions, reinforcing its commitment to making a lasting difference to the local community.

It has also launched a free financial educational app for youngsters aged 12 and above and rolled out key staff initiatives.

The work is brought together in the firm's inaugural ESG report, produced by Outwrite, which highlights a range of successes spanning carbon reduction to community investment while spotlighting the firm's recent B Corp certification.



Scan the QR code to download the guide



How to effectively showcase your ESG efforts

With the UK Government in support of Sustainability Reporting Standards for listed companies, we believe the process of gathering content that clearly showcases your activities, impact, and plans should be simple.

To understand the best practice for creating such a publication, our team has produced a practical guide for them as well as SMEs looking to get ahead of the curve.



Trydan Gwyrdd Cymru has held three informal public consultation events for the proposed Clocaenog Dau Wind Farm

Early stakeholder engagement boosts relationships

Treating stakeholder engagement as something to do once plans are already in place often leads to resistance.

Concerns that could have been identified earlier come to the fore and projects are likely to slow down as a result, costing both time and money.

By bringing stakeholders into the conversation at the outset, businesses can better understand expectations, identify risks, and gather insight to guide decisions.

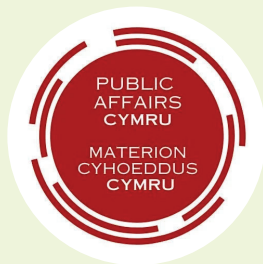
This is especially important when schemes directly impact communities, customers, or employees as people are more likely to back an initiative if they feel their input has been taken into account.

Consider who your stakeholders are and take time to understand what matters to them and what their communication preferences are as a one-size-fits-all approach rarely works.

Strengthening political expertise with professional membership

Outwrite has become a member of Public Affairs Cymru (PAC), a volunteer-run organisation for Wales-based professionals working within the public sector.

By signing the PAC code of conduct, the agency is recognised as a legitimate part of Welsh democracy, committed to promoting the best practice when working on projects connected to local and regional authorities.



What we've been up to

At Outwrite, our client portfolio has been continually growing as we've taken on a range of communication planning projects for businesses including renewable energy developer Trydan Gwyrdd Cymru (Trydan) and Parc Gwysaney Luxury Lodge Park.

To raise awareness for both clients' schemes, we have helped organise, host, and promote a series of in-person consultation events which saw stakeholders share their views, ask questions, and give feedback on the respective developments.

Following the 2026 Welsh parliament elections, our team also identified and contacted Members of the Senedd, presenting them with the opportunity to discuss the proposed Clocaenog Dau Wind Farm.

Promoting client's community engagement

Outwrite leads PR and communications efforts on behalf of a leading civil engineering contractor. One of the schemes supported by the agency was the multi-million-pound construction of a new road and bridge over a railway line.

To create opportunities for open two-way dialogue and engagement with stakeholders and the community, Outwrite used a range of tactics including print newsletters, organic social media, a CGI project website, media relations, and news-style video interviews.

Scan the QR code to view the award-winning case study





Key football sponsorship

Outwrite PR has backed Mold Alexandra FC's mission to grow its women's and girls' section from grassroots to competitive level starting with its 20-strong Girls Fun Football team.

The sponsorship has seen the squad receive new official training shirts, water bottles, and drawstring bags embedded with the company's logo alongside several key pieces of equipment including multi-coloured cones and carry bags.

In addition, the agency's support will provide long-term opportunities for over-16s as the club offers practical coaching experience and funded Football Association of Wales (FAW) qualifications.

Backing team development

Outwrite has invested in its staff with members of the team completing the Chartered Institute of Public Relations' (CIPR) annual Continuing Professional Development (CPD) programme.

Chairing the CIPR Cymru Conference

Outwrite managing director Anthony Bullick supported the CIPR's Cymru Conference in Wrexham by taking on the position of chair. The event explored how place shapes communications in practice and highlighted strategies in destination and brand marketing.

Securing duo of industry awards

Outwrite won Best Small Agency for the second time in four years, whilst Anthony took home the Hall of Fame award at the Chartered Institute of Public Relations (CIPR) Cymru 2025 awards.



Our core social value initiatives



Giving back to our local community is at the heart of what we do, as seen in our contributions across 2024 and 2025.

To empower the third sector, we held the fifth instalment our free PR and marketing conference. This means our team have officially delivered 30 hours of industry insight, featured 23 guest speakers, and welcomed nearly 200 attendees to the event across the past five years.

In addition, we have supported the next generation of PR practitioners by sharing expertise across three talks in universities and organised 60 hours' work experience for two high school pupils at our office in Mold.

Donations have also been central as we backed Mold Town Council's Easter fun day, sponsored a barrel at its NovemberFest, and attended the North Wales Business Club quiz night in aid of St David's Hospice.

The success behind PR and communications strategies

Fail to plan, plan to fail. An effective PR and communications strategy is one that has undergone thorough preparation.

Rather than treating it as simply another document to produce, step back and do the groundwork before setting objectives, coming up with campaigns, or deciding tactics.

Begin with desktop research. What is being said about your organisation, your competitors, and your wider sector? Where are the opportunities to add value? Where are the risks?

Consider where AI fits into the mix too and what results it generates based off available information online. Is it accurate or misleading?

Internal conversations are just as important. For example, your sales team can advise what customers are really asking, whilst HR provides insights into recruitment challenges.

Alignment with senior leadership is also crucial to determine the wider company priority, whether that be growth, investment, recruitment, expansion, or reputation improvement.



PR activity extends far beyond simply media relations. Ensure creativity and impact through relationship building with key stakeholders

Utilise data including website analytics, search performance, and previous campaign results to inform decisions. What types of content has driven enquiries? What has generated engagement but minimal commercial return? How can this be addressed?

An effective PR and communications strategy should support business objectives directly, not sit alongside them as a separate initiative. This is where many businesses fail.

Only once research, internal input, and leadership alignment in place, can objectives and tactics be truly defined. Without that foundation, activity becomes reactive.

The role of PR for business

Public relations (PR) is the conscience of the organisation. Incorrectly pigeon-holed by many as simply media relations, embedding PR correctly in your company helps you hit your business goals.

Giving your PR agency or in-house team a place on the senior leadership team allows them to align activity with your overall objectives or challenges, for example recruitment, seeking investment, or targeting new markets.

PR practitioners are the link to your stakeholders such as employees, clients, local residents, shareholders, investors, politicians, and councillors.

They understand their wants, needs, expectations, and worries, and tell your brand's story to them. Stories that resonate, build trust, and change or reinforce opinions and behaviours.

Your PR expert will also know the target audiences' preferred methods of communication, whether it's written, visual, or audio.

Critically, in a world where everyone is vying for the attention of your stakeholders, PR brings creativity to the conversation.



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