

| Matt Hampson Foundation – Get Busy Living Centre |

Campaign phases

1. Ground-breaking ceremony (November 2016)
2. Start of internal works (May 2017)
3. Topping-out ceremony with Mike Tindall MBE (March 2017)



Key results

- **31 new project partners** committed resources to the build since Cartwright's appointment
- **£1.5 million build reduced** to less than £750,000
- **36 pieces of coverage** achieved across national, regional, local and construction and property trade press
- **ROI = 99:1** (PR value against project build savings)

“It has been great working with Cartwright Communications on the Get Busy Living Centre project. They got what it's all about from our very first meeting! They are very professional, effective and fun to work with!”

- Tommy Cawston, chief executive officer at The Matt Hampson Foundation

“We have been very impressed with Cartwright's commitment to the Get Busy Living centre; they are real experts in making strategic introductions with potential business leads that align with our strategy for growth and development.”

- Nick Heath, director of operations for the East Midlands at Willmott Dixon.



Taking shape: Matt's rehab centre dream nearer reality

