

Image campaign stays with Brahm

New member Brahm PR has retained the marketing account for the regeneration of Bradford.

Worth £1.25 million over two years, the account will see Brahm continuing to deliver marketing services for Bradford Centre Regeneration while also working closely with Bradford Vision's Economic Development Partnership and the local council to pursue more investment in the city.

Edward Stanners from the Economic Development Partnership said: "From the first submission of written bids to the final series of interviews, Brahm were consistently the best performers and impressed the panel with a vision that was exciting and appropriate. Everyone involved in Bradford's

resurgence is looking forward to working with them at a crucial time as confidence in the city is growing and our image is showing encouraging signs of improvement locally, nationally and internationally."

Malcolm Cowing of Brahm added: "We see this as an iconic account for Brahm and the opportunity to be part of the regeneration of such a great city cannot be underestimated. Brahm has many clients based in the district and is completely committed to its future success."

Originally appointed in 2004, Brahm was responsible for the award-winning and successful 'Birth of a New City' campaign featuring stork imagery.

L-R: Malcolm Cowing, Director at Brahm and Tim Downs, PR Group Account Director at Brahm, with the designer Linda Barker at MIPIM, the world property and regeneration event in Cannes, France

Charting a route to success

Chamber member Snape Munroe has just become a Chartered Building Consultancy.

Director Andrew Snape (pictured here) said:

"Becoming a Chamber member and achieving Chartered Building Consultancy status has helped reinforce our core value of professional integrity within the business community."

Before setting up Snape Munroe, Andrew spent eight years with property consultants CB Richard Ellis, based in Leeds and Manchester.

Photography by StrayBeyond Design, Harrogate



Former Bull tackles new challenge

Former Bradford Bulls star Carlos Hassan has joined the sales team of timber merchants C R Taylor.

36-year-old Kiwi, Carlos Hassan played for the Bulls in the first two seasons of Super League.

The father of one and keen golfer, who has previously worked for Taylor's, said: "It's great to be back here. I suppose you could say that I am here to try and convert new sales opportunities!"