



news release

NORWICH LANES APPOINTS COMMUNICATIONS EXPERT TO HELP SPREAD THE WORD

A communications expert has been appointed by the Norwich Lanes Association to support its growth.

Independent public relations expert, Robin Phillips, has been working alongside the Lanes in an advisory capacity since July and has just been taken on in an official role.

Mr Phillips, who runs his own reputation management consultancy, rep pr, will work on internal communications as well as external public relations to help the organisation achieve its aims.

“Most of those working for the Norwich Lanes Association are independent business people working hard to run their own businesses. With so many different people involved and so much going on, it’s become necessary to bring someone in to advise us and assist with our growth,” said Clive Rowe, Chairman of the Norwich Lanes Association.

Mr Phillips worked for Norwich-based marketing communications agency, foxmurphy, for five years before becoming a freelance reputation management consultant in 2006.

“I’ve always been a big fan of the Norwich Lanes and I’m really excited about its potential now that the businesses are working together. Everyone involved is so passionate about the area that it’s very infectious. We’ve got a lot planned and so my role will be to help co-ordinate internal communications and promote externally all of the wonderful things the Norwich Lanes is achieving,” said Mr Phillips.

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