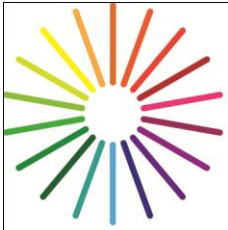




# Candid Case studies



the  
MARY REID  
INTERNATIONAL  
SPA ACADEMY

est. 1954

Our brief was to raise awareness of the 1.5 million renovation and re-launch of the Mary Reid Spa Academy in Edinburgh as well as drive prospective students to the college.

By November 2009 we had generated 21 pieces of coverage worth £28,550 reaching an audience of 649,068.

Coverage included major pieces in the career sections of the Daily Express and Daily Mail, a double page business feature in the Sunday Herald, as well as features in Scotland on Sunday, the Scotsman, the Scotsman Magazine and all of the leading Spa trade magazines.

**Brian Hunter, Principal of Mary Reid:**

*'Candid Media have worked hard to understand our business, and have exceeded our expectations on the coverage achieved. James is a pleasure to work with.'*



Splashing the cash: spas such as One Spa in Edinburgh are the target market for Brian Hunter's training centre

### Beauty school to plug spa skills gap

William Lyons

BRIAN Hunter, the former general manager of One Spa in Edinburgh's Sheraton hotel, has invested more than £1.5 million in a new venture that he wants to develop into the UK's leading training centre for spa professionals.

Hunter, who after leaving One Spa in Edinburgh has been working as a spa consultant, has bought and relocated the capital's Mary Reid International School of Beauty to Cattle Street from West Register Street.

This week the academy will reopen with a new curriculum that will prepare students for working in all areas of the industry.

Hunter says he has returned to Edinburgh as he recognised an opportunity to supply top spa professionals to an industry with an impending skills gap.

He said: "What I found when working in the industry was that a lot of the staff were very well trained in terms of beauty but didn't have other necessary skills."

"Moving premises gives us the opportunity to re-focus the academy, with a curriculum that will prepare our students for working in all areas of the spa and salon industry, from entry level right up to spa management and operations."

"This change of emphasis for Mary Reid will not only be advantageous for the industry, but also for the students, who will be better prepared for the opportunities ahead. The spa industry is still a huge growth market. What we are finding is that while the hotel industry is taking a bit of a downturn their spa areas are still doing very well."





In November 2008, Candid was commissioned by a new luxury hotel group PAG Hotels to raise awareness of their two primary hotels in the Scottish borders.

We generated over £38,000 of press coverage between November 2008 and 2009, reaching an audience of over 1 million and resulting in over 50 enquiries to the hotels.

Coverage included major pieces in some of the top national papers from the Financial Times to Sunday Observer, to over 20 pieces across the Scottish nationals from the Sunday Herald to the Scottish Daily Express, Scotsman and BBC Radio Scotland.

**Pierre Alban-Guy, CEO of PAG Hotels:**

*‘James’ experience and professionalism knows no bounds, and he has helped us significantly raise the profile of our brand’*

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Monday June 8 2009 | See Scotland

## Hotel a hidden gem

outlets instead of the usual yawn-inducing collection of chain stores certainly makes for a more interesting and rewarding shopping experience. And if you are looking to pick up something a bit different for that special someone or, dare I say it, get ahead of the game and invest in some early Christmas presents, then this is definitely the place to come. In fact, by the end of our little wander, I had to be dragged kicking and screaming out of the quaint little toyshop we had stumbled on. Still, time was getting on and so, still enguiled in the warm, fuzzy nostalgia induced by plastic knights and Matchbox cars, we headed back to the hotel to freshen up for dinner. And what a dinner it was. By the time we made our way down to the dining-room, the sun had decided to show its face and our window table enjoyed a lovely view on to the hotel's private gardens, which had come alive with, it seemed, the entire cast of Watership Down. After selecting an extremely agreeable bottle of wine, we set about the serious business of choosing our starters and mains. We spent a few minutes playing the

## Rooms at the top

PIERRE-ALBAN GUY OF PAG HOTELS INTERVIEW OF THE WEEK BY COLIN DONALD

LOW PRICES

## Win... A summer break at Castle Venlaw

**THE PRIZE**  
 In conjunction with AGH magazine, we are offering one lucky reader the chance to win an overnight stay for two. The prize includes a night in one of the four poster rooms, as well as complimentary dinner and breakfast in the morning and evening (a la carte restaurant).

**TERMS AND CONDITIONS:** Subject to availability there must be three other people in the room. Prize and proceeds of book, tickets and travel inclusive. The prize will be awarded to the winner within 14 days of the draw.

**TO ENTER**  
 For a chance to win, send an email marked "Castle Venlaw" to: [competitions@magazines.co.uk](mailto:competitions@magazines.co.uk) by Monday 10 June 2009. Please state your name, address, occupation, date of birth, contact telephone number and where you packed up your copy of AGH. Alternatively, text these details, plus email address to 07932 584 616 (standard rates apply). The winner will be notified by telephone and announced in the July issue of AGH magazine.

**AGH magazine** is a fantastic magazine for all those who love the outdoors and the Scottish Borders. It's a great place to discover the Scottish Borders by foot and there are several well walking and forestry routes that the hotel can recommend. For those who prefer a bit of fishing, we have just a few miles from the river, lined with some of the best trout and salmon fishing in the UK. The hotel's award-winning chef will even prepare and cook your catch. For those fantastic mountain views, the hotel's extensive range can also be arranged.

**Castle Venlaw Hotel**, Edinburgh Road, Peebles, EH16 5QJ, Tel: 01753 710000, [www.venlaw.co.uk](http://www.venlaw.co.uk)







## We were given the clear brief of boosting course numbers following the re-launch of the Underwater Centre

The PR campaign was highly successful, helping to increase numbers at the Underwater Centre from under 50% to 100% capacity for all courses, with a waiting list of up to six months for mixed gas courses. By highlighting the skills shortage in the commercial diving industry, we generated well over 100 enquiries for our client.

Highlights included live and recorded broadcasts by STV, BBC News 24 and BBC World News and features in leading national papers from the Financial Times to The Guardian, Times and Telegraph.

### Steve Ham, Marketing Director:

*'By identifying the most appropriate routes to market, and most effective media channels, Candid have generated numerous enquiries, many of which have turned into sales. James has been instrumental in helping us build our business.'*

## THE TIMES

### Energy is a solid career platform

The North Sea's energy reserves are dwindling, but as Daniel Allen reports, careers in the oil and gas industry are not

IT IS past half time in the North Sea. The oil and gas fields beneath the seabed have given up more than half their reserves and those that are left are more difficult to extract. Production is set to peak and the tax burden on oil companies has been raised.

Let all of the North Sea's demise is premature. There is, experts say, enough activity in oil and gas extraction to keep a further two to three generations of graduates and other specialists employed. Demand for oil is booming and international energy supplies appear vulnerable to dispute and threat, so although the North Sea basin is "mature", no one is giving up on it.

Mike Shown, director of the oil, gas and energy sector of the venture capital company It says that the North Sea is entering "interesting times". Production is declining, and although the "low-hanging fruit" has been picked, a lot of oil is left. "And that's a significant year to go after," he says. The company estimates that North



#### FIND OUT MORE

- **Cogent** – generic career information. [www.cogent-esc.com](http://www.cogent-esc.com)
- **UK Offshore Operators Association** – member companies are licensed to explore for and produce oil and gas. [www.ukoia.co.uk](http://www.ukoia.co.uk)
- **Pilot** – joint government and industry task force. [www.pilotfora.co.uk](http://www.pilotfora.co.uk)
- **ES** – provider of private equity and venture capital to oil and gas companies. [www.es.com](http://www.es.com)
- **The Underwater Centre** – trains divers and remote operated vehicle pilots. [www.theunderwatercentre.co.uk](http://www.theunderwatercentre.co.uk)

Sea and oil production will last until at least 2050. Tasha O'Reilly, the media relations manager of the UK Offshore Operators Association, believes that the "North Sea still offers long-term careers for those coming into the oil and gas business. Production may be declining but the technology being used is cutting edge. And it's still an industry which is a very exciting place to be. It's an industry that likes to nurture talent and stretch it. You get a lot of responsibility very early on." The complexities of oil and gas production sit within extensive legal, financial and regulatory frameworks, according to Annette Thomas, of the industry Leadership Team, a representative body that includes operators, contractors and trade unions. "This means that high calibre graduates from a spectrum of disciplines – law, business, finance and engineering – are always being sought." But, she adds, there are some shortages of partic-

ular specialists, including geologists and geophysicists, offshore surveyors and subsea engineers. There are also openings for technicians from other industries. "Technicians form the core teams at production and processing facilities," Thomas says. "They operate – are always being sought." But, she adds, there are some shortages of partic-

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## Woman turning tide against oil industry sexism

Making a splash: Dorota Bankowska

She may be only 5ft 4in tall, but Dorota Bankowska is making waves in the North Sea oil industry. The 30-year-old has broken into the male-dominated profession of offshore diving and is beating the men at their own game. There are only about four women divers in the UK industry, but Polish-born Mrs Bankowska has beaten the odds to become part of an expert team responsible for difficult underwater inspection, control tasks and maintenance work around the globe. She said: "It is the best job for me and it will be the toughest. I'll have to spend days or weeks in a decompression chamber with me, so it might be difficult." The surge in offshore work around the globe has left companies desperate for underwater experts. Steve Ham, of diving training firm the Underwater Centre in Fort William, said: "It is a great career if you want to have tons of money, travel the world and get lots of bonuses."

By Kizzy Taylor

In Fort William, Inverness-shire, started out as a leisure diver, before deciding to turn her hobby into a profession. Five years ago, she began the gruelling training to become a commercial diver, to proceed to work at depths of up to 150ft. Now she aims to join the elite in her profession by becoming a saturation diver, working up to 600ft below the surface. This involves living for long periods in a decompression chamber. She said: "It is the best job for me and it will be the toughest. I'll have to spend days or weeks in a decompression chamber with me, so it might be difficult."

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05/10/2006



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