

English Riviera: Coverage Report

**Q3 Report 2025
(July – September)**

www.fourmarketingagency.com

Coverage summary in numbers

	Q3 2025 Results
Total pieces of coverage	48
Total opportunities to see	397,465,742
Total number of press releases, media alerts and bespoke broadcast opportunities	9
Total number of interview opportunities secured	3
News reported in positive sentiment	100%

Total pieces of coverage secured in 2025: 204

Strategy & Ambassador Relations

2025 Planning and Strategy

- Progressed content on 12-month PR planner, tailoring all activity to priority demographics and focusing on key ERBID events.
- Coordinated Metro press trip with coverage due to land in October.
- Coordinated Daily Mirror press trip with coverage due to land in October.
- Liaised with STV to secure two placements on The Antiques Riviera.
- Liaised with press on ad-hoc requests, including The Sun's article on The Saltpath and Travel & Leisure's feature on Torquay beaches.
- Preparing for upcoming ambassador workshop.
- Working with HRH Princess Anne's communications team on upcoming Wetwheels Torbay visit.
- Interviewed Simon Hulstone and placed bespoke feature.
- Assisted with launch of first Sardine Festival.
- Crafted and issued nine press releases, as well as multiple media alerts, securing a range of national, regional and relevant trade coverage.
- Regular reporting, including mid-month reports, quarterly reports and adhoc activity evaluations.



Ambassador Workshops

- Worked collaboratively with a variety of ERBID Ambassadors to promote their business news, events, and bespoke offerings to various national, regional and trade press.
- Pamela Badham, Director of Four Marketing Agency, will visit the English Riviera to host the next Ambassador Workshop in-person on 03 – 04 November 2025.

Appendix: Coverage Summary

‘Brixham in Images’ (continued from Q2)

- Bristol World (online) ‘Brixham in Images’: New photography competition celebrates the town’s unique character and rich heritage (OTS = 221,370)
- Devon Live (online) Brixham calls photographers nationwide to capture its charm and coast (OTS = 1,274,415)
- Yahoo! News UK (online) Brixham calls photographers nationwide to capture its charm and coast (OTS = 9,900,000)
- Herald Express (print) Brixham calls photographers nationwide to capture its charm and coast (OTS = 3,193)

‘The Saltpath’

- The Sun (online) WALK IT OUT I’m a Devon local who’s walked the South West Coast Path numerous times – my best spots The Salt Path movie doesn’t show (OTS = 60,000,000)

‘Sardine Festival’

- Torbay Weekly (online) Sardines, chefs and harbourside celebrations as Brixham’s new festival launches next week (OTS = 40,503)
- Bristol World (online) A Celebration of the Sea: Brand new South West Sardine Festival comes to the English Riviera this summer (OTS = 221,370)
- London World (online) A Celebration of the Sea: Brand new South West Sardine Festival comes to the English Riviera this summer (OTS = 960,000)
- National World (online) A Celebration of the Sea: Brand new South West Sardine Festival comes to the English Riviera this summer (OTS = 2,300,000)
- The Upcoming (online) Brixham to host inaugural South West Sardine Festival celebrating sustainable local seafood (OTS = 70,900)
- Exeter Daily (online) Brand New South West Sardine Festival Comes to the English Riviera (OTS = 18,000)

Appendix: Coverage Summary

'Sardine Festival' (continued)

- Devon Daily (online) A Celebration of the Sea: Brand New South West Sardine Festival Comes to the English Riviera (OTS = 5,000)
- Western Morning News (print) One-day Festival to Celebrate British Sardines (OTS = 5,863)
- Feast Magazine (online) A Celebration of the Sea: Brand New South West Sardine Festival Comes to the English Riviera This Summer (OTS = 10,200)
- BBC South West (broadcast) South West Sardine Festival (OTS = 225,000)
- BBC News Devon (online) Celeb chef hopes sardine festival unites community (OTS = 64,718.970)

'Europe's Best Kept Secret: Torquay'

- Travel & Leisure (online) This Trending Beach Town Is a More Affordable Alternative to the French Riviera—and It May Be Europe's Best-kept Secret (OTS = 16,600,000)

'The Agatha Christie Festival 2025'

- We Are South Devon (online) An immersive journey into the world of Agatha Christie: The 2025 Agatha Christie Festival programme announced (OTS = 17,000)
- MSN News (online) Huge nine-day Agatha Christie celebration coming to Devon (OTS = 26,000,000)
- Devon Live (online) Huge nine-day Agatha Christie celebration coming to Devon (OTS = 1,274,415)
- Yahoo! News (online) Huge nine-day Agatha Christie celebration coming to Devon (OTS = 9,900,000)
- Western Morning News (print) A week full of all things Agatha (OTS = 5,863)
- Torbay Weekly (online) Agatha Christie Festival 2025 to bring nine days of mystery as full programme revealed (OTS = 40,503)

Appendix: Coverage Summary

'The Agatha Christie Festival 2025' (continued)

- Herald Express (print) Big events vital in attracting tourists after summer rush (OTS = 3,193)
- Devon Live (online) Devon coast set for massive Queen of Crime celebration (OTS = 1,274,415)
- Yahoo! News (online) Devon coast set for massive Queen of Crime celebration (OTS = 9,900,000)
- Herald Express (print) Plot thickens as murder mysteries add to the thrill of festival glitz and glamour (OTS = 3,193)

'England's Seafood FEAST 2025'

- Torbay Weekly (online) Dates announced for Torbay's Seafood FEAST 2025 (OTS = 40,503)
- We Are South Devon (online) England's Seafood FEAST 2025 Returns: Celebrating World-Class Seafood on the English Riviera (OTS = 17,000)
- Western Morning News (print) Festival promises deeper links to fishing heritage (OTS = 5,863)
- National World (online) England's Seafood FEAST 2025 Returns: Celebrating World-Class Seafood on the English Riviera (OTS = 2,300,000)
- Devon Live (online) Picturesque Devon towns braced for 'world class' celebration (OTS = 1,274,415)
- MSN (online) Picturesque Devon towns braced for 'world class' celebration (OTS = 26,000,000)
- Yahoo! News UK (online) Picturesque Devon towns braced for 'world class' celebration (OTS = 9,900,000)
- Herald Express (print) Festival casts wider net to create deeper connection to region's fishing heritage (OTS = 3,193)
- Muddy Stilletos (online) Books, art, comedy! September sizzlers for your diary (OTS = 52,684)
- BBC Radio Devon (broadcast) Kelly Widley Interview (OTS = 944,000)

Appendix: Coverage summary

The Guardian Press Trip: Car-free Torquay

- The Guardian (online) Coves, caves and Agatha Christie – a car-free tour along the English Riviera in Devon (OTS = 42,000,000)
- Yahoo! News (online) Coves, caves and Agatha Christie – a car-free tour along the English Riviera in Devon (OTS = 9,900,000)
- AOL (online) Coves, caves and Agatha Christie – a car-free tour along the English Riviera in Devon (OTS = 60,300,000)
- MSN (online) Coves, caves and Agatha Christie – a car-free tour along the English Riviera in Devon (OTS = 26,000,000)

Brixham Trawler Agent's Feature

- Fish Focus (online) Brixham's Fishing Industry Anchors The English Riviera's Coastal Identity (OTS = 7,400)

'Ben Forte: England's Seafood FEAST 2025'

- National World (online) Fire, Flavour, and Fresh Catch: Ben Forte Opens England's Seafood FEAST on the English Riviera (OTS = 2,500,000)
- Torbay Weekly (online) Brixham Harbourside hosts TV chef Ben Forte for Seafood FEAST opening (OTS = 40,503)
- Fish Focus (online) Ben Forte Opens England's Seafood Feast 2025 (OTS = 7,400)
- Devon Daily (online) Fire, Flavour, and Fresh Catch: Ben Forte Opens England's Seafood FEAST on the English Riviera (OTS = 5,000)

'What's On this October'

- Devon Live (online) Families to flock to coast for ultimate October celebration (OTS = 1,274,415)
- Yahoo! News (online) Families to flock to coast for ultimate October celebration (OTS = 9,900,000)



Pamela Badham

Founder and CEO

M: 07825 567808

E: pamela@fourmarketingagency.com

Olivia Boyce-Phillips

Account Manager

M: 07913 676311

E: olivia@fourmarketingagency.com

Lauren Andrew

Account Executive

M: 07380 374696

E: lauren@fourmarketingagency.com

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