



four

# English Riviera: Coverage Report

**Q4 Report 2025**  
**(October – December)**

[www.fourmarketingagency.com](http://www.fourmarketingagency.com)

# Coverage summary in numbers

	Q4 2025 Results
<b>Total pieces of coverage</b>	<b>63</b>
<b>Total opportunities to see</b>	<b>673,516,289</b>
<b>Total number of press releases, media alerts and bespoke feature opportunities</b>	<b>7</b>
<b>Total number of interview opportunities secured</b>	<b>3</b>
<b>News reported in positive sentiment</b>	<b>100%</b>

Total pieces of coverage secured in 2025: 267

# Strategy & Ambassador Relations

## 2026 Planning and Strategy

- Finalised content on 12-month PR planner, tailoring all activity to prioritise target demographics and focus on key ERBID events.
- Managed sell-in and liaised with Wild Planet Trust to manage ongoing comms surrounding Paignton Zoo sale.
- Crafted and delivered Paignton Zoo case study showcasing national coverage secured to levy payers.
- Liaised with press on ad-hoc requests, including Princess Anne's upcoming Wetwheels Torbay visit and Seafood Feast.
- Created bespoke itineraries, and managed comms for Daily Mirror and The Metro press trips.
- Crafted and issued eight press releases, as well as multiple media alerts, securing a range of national, regional and relevant trade coverage.
- Pamela Badham attended the English Riviera to deliver the Q4 Ambassador Workshop in-person, with insights gathered used to inform the 2026 comms strategy.
- 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, attended in person November Ambassador Workshop

# Appendix: Coverage Summary

## **'Brixham in Images' (continued from Q3)**

- We are South Devon (online) Brixham local wins photography competition, capturing the spirit of the English Riviera's iconic fishing town (OTS = 3,358)
- North Devon Today (online) Stunning sunset over Brixham's Breakwater Beach wins nationwide photo competition (OTS = 59,342)
- The Moorlander (online) Stunning sunset over Brixham's Breakwater Beach wins nationwide photo competition (OTS = 15,775)
- Devon Live (online) Breathtaking Brixham sunset takes top spot in UK contest (OTS = 1,590,000)
- MSN UK (online) Breathtaking Brixham sunset takes top spot in UK contest (OTS = 26,000,000)

## **October Half Term**

- Herald Express (print) Riviera offers bumper line-up of half-term Halloween treats (OTS = 3,198)

## **Simon Hulstone Feature**

- Fish Focus (online) From Sea to Star (OTS = 7,400)

## **Milo Boyd Press Trip**

- Daily Mirror (online) Beautiful UK seaside 'drinking town' with £3.50 pints and cheap at-sea fry-ups (OTS = 42,000,000)
- Daily Mirror (online) I visited England's most controversial seaside town and one thing was very obvious (OTS = 42,000,000)

## **Amanda Cable Press Trip**

- Metro UK (print) And then there was fun (OTS = 2,300,000)
- Metro Scotland (print) And then there was fun (OTS = 1,100,000)

# Appendix: Coverage Summary

## HRH Princess Anne x WetWheels

- Torbay Today (online) Princess Royal sees success for herself during South Devon visit – on land and at sea (OTS = 15,670)
- Wales Online (online) A Royal Seal of Approval from Anne (OTS = 1,340,880)
- Western Morning News (print) Royal Seal of Approval for Land and Sea Charities (OTS = 5,863)
- BBC Radio Devon (broadcast) Interview with Michelle Brown (OTS = 944,000)
- BBC Radio Cornwall (broadcast) Interview with Michelle Brown (OTS = 292,000)
- British Marine (online) HRH The Princess Royal visit marks new chapter for WetWheels: Driving forward barrier-free boating for all (OTS = 90,000)
- Herald Express (print) Accessible Boating Charity Welcomes Royal Visitor to Bay (OTS = 3,193)
- Devon Live (online) Royal visit to Torquay – in pictures (OTS = 1,274,415)
- The Times (online) Court Circular (OTS = 600,000)
- The Times (print) Court Circular (OTS = 365,880)
- The Daily Telegraph (print) Court Circular (OTS = 734,000)
- We are South Devon (online) HRH The Princess Royal supports the national expansion of inclusive boating charity Wetwheels during a visit to the English Riviera (OTS = 5,300)
- Torbay Weekly (online) All smiles as Princess Royal pops in for a visit to Bay (OTS = 5,300)
- All at Sea (online) Wetwheels Royal Visit Highlights National Drive for Barrier-Free Boating (OTS = 5,180)
- Boatshed (online) Wetwheels Royal Visit Highlights National Drive for Barrier-Free Boating (OTS = 56,040)
- SouthHams.com (online) A Royal Visit, Behind the Lens with Dan Coleman (OTS = 3,500)

## Bay of Lights 2025

- Torbay Today (online) Bay of Lights 2025: Everything you need to know about the English Riviera's Christmas celebration (OTS = 15,670)
- Devon Daily (online) Bay of Lights 2025: The English Riviera Set to Shine Brighter than Ever (OTS = 252,945)

# Appendix: Coverage Summary

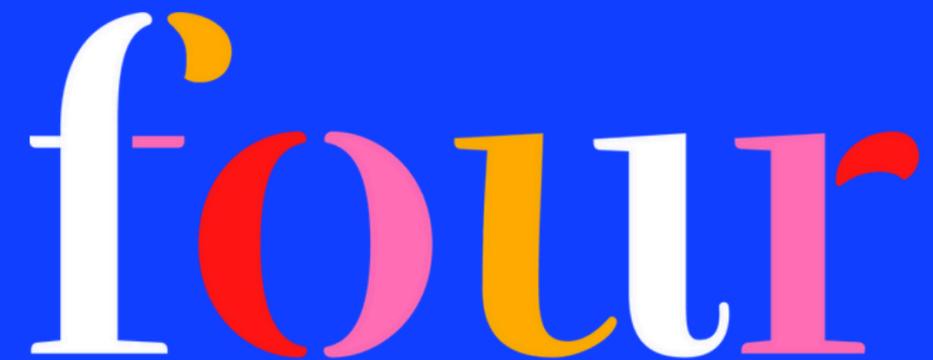
## Bay of Lights 2025 (continued)

- The Sun (online) CHEERS 27 free festive experiences across the UK for families including light trails and Santa's grotto (OTS = 12,481,380)
- The Scottish Sun (online) CHEERS 27 free festive experiences across the UK for families including light trails and Santa's grotto (OTS = 4,658,960)
- The Irish Sun (online) CHEERS 27 free festive experiences across the UK for families including light trails and Santa's grotto (OTS = 6,108,640)
- Coast Magazine (online) 10 of the best Christmas Breaks by the Sea (OTS = 18,188)
- The Sun (print) A GRAND Christmas Day Out (OTS = 1,013,777)
- The Sun (online) A GRAND XMAS 20 best Christmas attractions you can still get tickets for from Santa steam trains to Gruffalo lantern trails (OTS = 12,481,380)
- The Scottish Sun (online) A GRAND XMAS 20 best Christmas attractions you can still get tickets for from Santa steam trains to Gruffalo lantern trails (OTS = 4,658,960)
- The Irish Sun (online) A GRAND XMAS 20 best Christmas attractions you can still get tickets for from Santa steam trains to Gruffalo lantern trails (OTS = 6,108,640)
- The Guardian (online) Get your skates on: 10 of the best pop-up ice rinks in the UK (OTS = 67,190,000)
- Yahoo Style (online) Get your skates on: 10 of the best pop-up ice rinks in the UK (OTS = 688,217)
- All USA News Hub (online) 10 of the best pop-up ice rinks in the UK (OTS = 502)
- Inkl (online) Get your skates on: 10 of the best pop-up ice rinks in the UK (OTS = 659,576)
- AOL UK (online) Get your skates on: 10 of the best pop-up ice rinks in the UK (OTS = 763,929)
- MSN (online) Get your skates on: 10 of the best pop-up ice rinks in the UK (OTS = 68,741,288)
- Muddy Stilletos (online) Skates on! Local ice rinks in Devon & beyond (OTS = 265,740)

# Appendix: Coverage summary

## Paignton Zoo

- BBC News (online) New owner says it will 'safeguard future of zoos' (OTS = 50,514,182)
- ITV News (online) New owner announced for two popular South West zoos (OTS = 9,510,623)
- Yahoo News UK (online) New owner says it will 'safeguard future of zoos' (OTS = 9,169,834)
- Yahoo News USA (online) New owner says it will 'safeguard future of zoos' (OTS = 275,971,915)
- Yahoo News Canada (online) New owner says it will 'safeguard future of zoos' (OTS = 1,893,559)
- Yahoo News (online) Newquay Zoo rescue deal to include new giraffe savannah plan (OTS = 9,817,887)
- Insider Media (online) New owner 'secures long-term future' of popular South West zoos (OTS = 1,154,596)
- The Business Desk (online) Struggling zoos handed lifeline as new owner found (OTS = 615,210)
- HelloRayo (online) Paignton and Newquay Zoos saved as Dutch leisure company take over (OTS = 898,705)
- Bloolooop (online) Paignton Zoo and Newquay Zoo get new owner (OTS = 111,576)
- TaketoNews (online) Owner Beekse Bergen takes over two zoos in England (OTS = 94)
- Wales Online (print) Zoos saved in deal with Dutch leisure company (OTS = 5,770,000)
- Bytes Europe (online) Southwest zoos sold to Netherlands leisure firm (OTS = 314,700)
- Third Sector UK (online) Charity sells its two zoos to Dutch leisure company (OTS = 333,750)
- Travel Mole (online) Southwest zoos sold to Netherlands leisure firm (OTS = 426,240)
- Civil Society News (online) 180 workers to transfer as charity sell zoos to leisure company (OTS = 50,660)
- Trade News Service (online) 180 workers to transfer as charity sell zoos to leisure company (OTS = 1,860)
- B Daily (print) Sale secures future of South West zoos (OTS = 27,440)
- Travel News (online) Wild Planet Trust Ensures Continued Operation of Paignton and Newquay Zoos (OTS = 1,183)
- Herald Express (Torbay) (print) Zoos' future secured as Dutch leisure firm takes over beloved attraction (OTS = 4,194)



**Pamela Badham**

Founder and CEO

M: 07825 567808

E: [pamela@fourmarketingagency.com](mailto:pamela@fourmarketingagency.com)

**Olivia Boyce-Phillips**

Account Manager

M: 07913 676311

E: [olivia@fourmarketingagency.com](mailto:olivia@fourmarketingagency.com)

**Juliet McLean**

Junior Account Executive

M: 07917 827057

E: [juliet@fourmarketingagency.com](mailto:juliet@fourmarketingagency.com)

*Copyright and Confidentiality Statements: This document is for the use only of the recipient. Permission is required from Four Marketing Agency prior to disclosure to other parties.  
Neither the whole nor any part of this document may be reproduced or transmitted, in any form or by any means.*