

## Alex Bigham – Select Coverage and Campaigns

[alexbigham.com](http://alexbigham.com)

### Ghost-written opeds

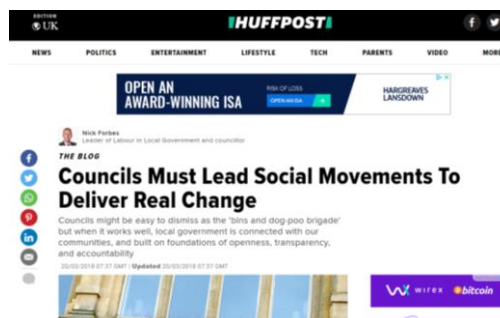
[https://www.huffingtonpost.co.uk/entry/councils\\_uk\\_5ab0b94ee4b00549ac7ea0f9](https://www.huffingtonpost.co.uk/entry/councils_uk_5ab0b94ee4b00549ac7ea0f9)

<http://www.newstatesman.com/politics/2013/03/why-today%E2%80%99s-childcare-changes-won%E2%80%99t-help-squeezed-middle>

<https://www.theguardian.com/commentisfree/2010/mar/22/georgia-tv-hoax-elections-saakasvili>

<http://essays-centreforlondon.org/issues/technology/london-a-walkable-city/>

<https://www.the-guardian.com/commentisfree/2013/mar/15/childcare-crisis-cameron-making-budget>



### Media coverage generated from press releases / journalist outreach

<https://www.independent.co.uk/news/uk/politics/labour-councils-demand-tax-land-holidays-build-jeremy-corbyn-prime-minister-a8264141.html>

<http://www.bbc.co.uk/news/education-20324336>

<https://www.scotsman.com/news/scots-are-the-biggest-gamblers-in-the-uk-1-4098518>

<http://www.itv.com/news/tyne-tees/2016-04-13/more-than-quarter-of-people-in-the-north-east-have-gambled-in-the-last-week/>

<https://www.bedfordtoday.co.uk/sport/jimmy-bowls-them-over-at-bedford-academy-workshop-1-7211811>



### Personal articles and blogs

<https://www.theguardian.com/commentisfree/2007/feb/05/post1053>

[https://www.newstatesman.com/international-politics/2008/01/pakistan-vote-usa-world-policy?page=24&quicktabs\\_most\\_read=1](https://www.newstatesman.com/international-politics/2008/01/pakistan-vote-usa-world-policy?page=24&quicktabs_most_read=1)

<http://www.lambeth-labour.org.uk/why-i-m-fighting-to-save-the-stockwell-centre>

[https://www.huffingtonpost.co.uk/alex-bigham/ken-vs-boris\\_b\\_891117.html](https://www.huffingtonpost.co.uk/alex-bigham/ken-vs-boris_b_891117.html)

<https://medium.com/@alexbigham/living-in-the-shadow-of-st-george-94f05e36302b#.n2jppcyil>



There are, broadly speaking, two schools of thought about what the international community should do next to help alleviate the chaos consuming Pakistan. One was emphasised by Simon Jenkins in the *Guardian* – that we should never seek to interfere in the internal affairs of a country, and that, as is his usual claim, we are the architect of our own misfortune. The other is being taken up by the bulk of US presidential candidates – that the US should be ready to bomb Pakistan if

## Interviews / visits

<http://www.standard.co.uk/lifestyle/london-life/stephen-twigg-more-academies-more-freedom-my-plan-to-keep-london-top-of-the-class-8834554.html> (Twigg iv w Standard)

<https://www.youtube.com/watch?v=VgeGdlm4M8> (Bigham interview with London Live)

<https://www.facebook.com/TessaJowell/videos/916302378434313/> (Tessa Jowell visit to Newham on rogue landlords recorded by BBC London)

## Video

<https://www.youtube.com/watch?v=lu8LYieKJKA> (recorded and edited by me)

<https://www.youtube.com/watch?v=thEcfySEsSk> (infographic video developed on Biteable)

## Events / Publications

<http://arkonline.org/news/ark-scoops-school-operator-year-award> (wrote award application and attended ceremony)

<http://www.reedinpartnership.co.uk/latest-news/roundtable-debates-young-people-and-employment?isarchivenews=true> (Youth Employment roundtable with FTSE 500 businesses)

<http://arkonline.org/LessonsLearned> (Thought leadership partnership with King's College London)

## Social Media / Advertising

Metrics from Facebook advertising – over 6 campaigns spend of around £350 for reach of 100,000:

<input type="checkbox"/>	Campaign	Delivery
<input checked="" type="checkbox"/>	Post: "The new headteacher of Ark Chamberlain Primary in..."	Completed
<input checked="" type="checkbox"/>	Post: "This week the government announced that top..."	Completed
<input checked="" type="checkbox"/>	Save the Stockwell Centre - petition	Completed
<input checked="" type="checkbox"/>	Post: "Lessons Learned: Putting Experience to Work. A..."	Completed
<input checked="" type="checkbox"/>	Post: "Ask the Head: Are you a parent, student or..."	Completed
<input checked="" type="checkbox"/>	Post: ""The teaching's much better than a year ago" -..."	Completed

Reach	Frequency	Cost per 1,000 People...	Impressions	CPM (Cost per 1,000 Im...)
23,495	1.00	£4.26	23,581	£4.24
27,759	1.18	£3.60	32,814	£3.05
11,672	1.64	£6.06	19,134	£3.69
13,167	1.24	£2.28	16,277	£1.84
13,183	1.10	£2.28	14,534	£2.06
10,278	1.09	£2.91	11,170	£2.68
<b>97,199</b> People	<b>1.21</b> Per Person	<b>£3.71</b> Per 1,000 People Reached	<b>117,510</b> Total	<b>£3.07</b> Per 1,000 Impressions

### Stephen Twigg: More academies, more freedom – my plan to keep London top of the class

Shadow education secretary Stephen Twigg has had an important impact on the capital's schools over the past decade. He talks to Andrew Weather about taking the fight to Michael Gove



Joanna Lumley fights to save the Stockwell Centre

Example posts:

**Ark**  
December 8, 2015 · 🌐

"The teaching's much better than a year ago" - this is what one student had to tell Radio 4's "The Educators" on Ark Boulton Academy's recent transition to becoming an Ark school. Missed the programme? There's still time to catch Ark Boulton's Principal, Herminder Channa, and Executive Principal David Gould on iPlayer - and find out first-hand why Sarah Montague from the BBC called the Birmingham school "phenomenal":



Turning Schools Around, The Educators - BBC Radio 4


BBC.CO.UK

**Stockwell Labour**  
January 1 at 10:03pm · 🌐

Save the Stockwell Centre!

This popular community centre which has 50,000 visits a year is under threat of being sold off by Hyde Housing Association.

Please sign our petition to save this vital community asset. ... See More



**Hyde Housing: Save the Stockwell Community Centre**

The Stockwell Centre on Studley Road (just behind Stockwell tube station) is a well used community centre created for local residents. Unfortunately, Hyde Housing - the housing association which runs the centre plan to get rid of the centre and lease it to...

CHANGE.ORG

10,310 people reached

Boost Post

NCS sign up campaign targeted at young people:



**AVERAGE SUMMER**      **NCS SUMMER**

**NCS East**  
Page Liked · June 15, 2016 · 🌐

Don't forget to sign up for summer!  
<http://bit.ly/1WVYD4h>

Like · Comment · Share

1

Write a comment

Suggested Groups

**Viz's Letterbooks**  
12,803 members

See All