

## **Fight4Pharmacies Campaign | 20 March Regional Data Launch Event | Media Report**

This document summarises the Fight4Pharmacies Campaign's media and social media coverage for the 20<sup>th</sup> of March launch event.

### **Key Numbers:**

- Broadcast: Package on Pharmacy First aired on ITV Evening News, coverage of Westminster photo call aired on 3 ITV and 5 BBC regional stations, debate on BBC Political West, Breakfast Show on GB News
- Radio: 2 BBC regional stations
- Print: Daily Express
- Online, local, regional, trade: Over 170 hits

### **Broadcast**

#### **ITV Evening News**

- A package on the Pharmacy First Scheme was aired on ITV Evening News on March 18th, which is broadcast nationally to an audience of 3.2 million viewers. It showed footage from Strachan's Chemist and explained how the scheme works for pharmacies. It aired an interview with Ian Strachan.



#### **ITV Regions**

- **ITV Central News** report on the 20<sup>th</sup> of March showed footage of Sandeep Dhami at his pharmacy, as well as footage of the regional data map and the group of pharmacists holding the banner outside Westminster.



# #Fight4Pharmacies

- Similar reports were broadcast by **ITV Granada News** and **ITV Anglia News** on **March 20th**.
- ITV also published our [press release](#) and shared the article on **X** (formerly Twitter). The X post reached almost 15,000 views.

## BBC Regions

- The **BBC South East** evening news bulletin on March 20<sup>th</sup> showed footage from the photo call outside Westminster, interviews with Dervis Gurol and Mark Anyaegbuna, the regional AIMp data for the South East and a live report from outside a pharmacy.



- Similar bulletins were broadcast on **BBC South West**, **BBC Look East**, and **BBC Points West** on March 20<sup>th</sup> and on **BBC North West** on March 25<sup>th</sup>.
- **BBC East** also published an article to accompany their broadcast coverage featuring an interview with Maziar Moaddabi - [Norwich pharmacist 'loses £1,500 a month on medication'](#)

## BBC Politics West

- Politics West on BBC One with David Garmston had as guests Sarah Dyke MP (Liberal Democrat, Somerton and Frome), Thangam Debbonaire MP (Labour, Bristol West), and Lucy Trimmell (Conservative candidate for Frome and East Somerset) on the 24<sup>th</sup> of March. A package covering pharmacies closures and the Pharmacy First Scheme, as well as the Westminster map unveiling was shown. This included an interview with Leyla Hannbeck and one with David Gilder. Following the package, the political guests discussed the measures their parties would take to tackle the issues pharmacists have highlighted.



## **GB News**

- On Breakfast with Stephen and Anne, Theo Chikomba reports on pharmacy closures from inside community pharmacies and from the Westminster map unveiling event. The segment includes interviews with patients, an interview with Leyla Hannbeck, as well as footage from the Westminster event.



## **Radio**

### **BBC Radio Kent**

- During [The Wake Up Call](#) with Anna Cookson on 20<sup>th</sup> of March, at around 7:30 AM, the #Fight4Pharmacies campaign was mentioned as part of the news bulletin (timestamp 1:31:50).
- The campaign was mentioned a second time during the same show at around 8:00 AM. AIMp and the regional data on GP appointments were mentioned and an interview with Leyla Hannbeck was aired (timestamp 2:01:00)
- A few minutes later, a third segment was aired (timestamp 2:07:28) featuring an interview with Leyla Hannbeck and Mark Anyaegbuna, as well as Stephanie, a GP from East Kent.

### **BBC Radio Surrey**

- During the [Sarah Gorrell](#) show (with Allison Ferns sitting in) on 20<sup>th</sup> of March, the #Fight4Pharmacies campaign was mentioned in the news bulletin at 10:00 AM (timestamp 01:35). The show also aired a short interview with Dervis Gurol and one with Brijesh Thakkar.

## **Social Media**

- [Robert Buckland MP](#) shared photos of himself with the map on X (formerly Twitter) and tagged the AIMp account.
- [David Simmonds MP](#) shared photos from the drop in on X.

## Print

- Daily Express on the 20<sup>th</sup> of March



## Online Media

We registered over 170 overall hits in online media on the 20<sup>th</sup> and 21<sup>st</sup> of March as a result of the event and our media activity surrounding it. Out of these, 167 were generated via the Press Association network and the majority of them were published in regional and local press. It is also important to note that some of these articles could have been published in the local print press as well. The Top 10 publications with the widest audience reach for the articles we had published were:

1. [BBC](#)
2. [Daily Mail](#)
3. [The Independent](#)
4. [ITV](#)
5. [Belfast Telegraph](#)
6. [The Argus](#)
7. [Oxford Mail](#)
8. [Lancashire Telegraph](#)
9. [Glasgow Times \(ex-Evening Times\)](#)
10. [The Northern Echo](#)

## National Media

[GPs face mounting pressure as more than 400 local chemists in England shut in last 5 years](#) – The Mirror (this was also in print)

### GPs face mounting pressure as more than 400 local chemists in England shut in last 5 years

A Department of Health and Social Care spokeswoman said up to £645million extra funding is available to support the expansion of community pharmacy services in local areas

By **Martin Bagot**, Health and Science editor  
00:01, 20 Mar 2024



[Somerset pharmacist says situation is 'oppressive'](#) – BBC

### Somerset pharmacist says situation is 'oppressive'

1 day ago



Max Punni said the situation for pharmacists is "oppressive" as they struggle to meet demand

By **Harriet Robinson & Matthew Hill**  
BBC News, West of England

[Premises closing adds to GP pressure – pharmacist](#) – BBC

### Premises closing adds to GP pressure - pharmacist



GETTY IMAGES

The government said funding had been made available to support the expansion of pharmacy services

**Hamish Mureddu-Reid**  
BBC News, South East

[Hundreds of pharmacy closures 'add to GP pressure'](#) - Daily Mail

## Hundreds of pharmacy closures 'add to GP pressure'

By PA MEDIA

PUBLISHED: 00:04, 20 March 2024 | UPDATED: 00:04, 20 March 2024



[And you thought getting an appointment was tough now! Pressure on GPs will increase amid 'tsunami' of pharmacy closures, industry bosses warn](#) - Daily Mail

## And you thought getting an appointment was tough now! Pressure on GPs will increase amid 'tsunami' of pharmacy closures, industry bosses warn

- READ MORE: [Next Government WON'T slash NHS wait lists to pre-Covid levels](#)

By STEPHEN MATTHEWS HEALTH EDITOR FOR MAILONLINE

PUBLISHED: 00:01, 20 March 2024 | UPDATED: 00:17, 20 March 2024

[Hundreds of pharmacy closures 'add to GP pressure'](#) - The Independent

News > UK

## Hundreds of pharmacy closures 'add to GP pressure'

More than 400 community pharmacies in England have closed since 2019.

Ella Pickover • 2 days ago



[Hundreds of pharmacy closures 'add to GP pressure'](#) - ITV

## Hundreds of pharmacy closures are heaping pressure on overstretched GPs

PHARMACY | HEALTH | Wednesday 20 March 2024 at 8:58am

Trade Media

[AIMP warns of 'tsunami of further pharmacy closures'](#) – Pharmacy Business



['It's time we did something different': AIMp rallies at Westminster](#) – Chemist & Druggist

## 'It's time we did something different': AIMp rallies at Westminster

20 Mar 2024 | NEWS

Pharmacy representatives gathered at Westminster to "Fight4Pharmacy" and exert "a different kind of influence to sitting around a table".

[Loss of pharmacies 'generates millions of extra GP appointments'](#) – Pulse (GP Trade media)

## Loss of pharmacies 'generates millions of extra GP appointments'



Anna Colivicchi | 20 March 2024 | [f](#) [t](#) [in](#) [✉](#)

## Full List of Online Media Hits

1. [BBC](#)
2. [BBC](#)
3. [Daily Mail](#)
4. [Daily Mail](#)
5. [The Independent](#)
6. [ITV](#)
7. [Pharmacy Business](#)
8. [Chemist and Druggist](#)
9. [Belfast Telegraph](#)
10. [The Argus](#)
11. [Pulse](#)
12. [Oxford Mail](#)
13. [Lancashire Telegraph](#)
14. [Glasgow Times \(ex-Evening Times\)](#)
15. [Yorkshire Post](#)
16. [The Northern Echo](#)
17. [The Southern Daily Echo](#)
18. [Telegraph & Argus](#)
19. [Eastern Daily Press](#)
20. [Express & Star \(Wolverhampton\)](#)
21. [The National](#)
22. [South Wales Argus](#)
23. [Worcester News](#)
24. [Echo \(Essex\)](#)
25. [The Irish News](#)
26. [Bournemouth Daily Echo](#)
27. [The Press in York](#)
28. [The Bolton News](#)
29. [The Courier](#)
30. [East Anglian Daily Times](#)
31. [News Shopper Series](#)
32. [Bracknell News Series](#)
33. [Warrington Guardian](#)
34. [Chester & District Standard](#)
35. [News & Star](#)
36. [Bucks Free Press Group](#)
37. [The Press and Journal](#)
38. [The Mail](#)
39. [Dorset Echo](#)
40. [The Leader](#)
41. [Hereford Times](#)
42. [The Packet](#)
43. [Daily Gazette](#)
44. [Sutton & Croydon Guardian](#)
45. [Wiltshire Times](#)
46. [Norwich Evening News](#)
47. [Somerset County Gazette Series](#)
48. [Hampshire Chronicle](#)
49. [Great Yarmouth Mercury](#)
50. [Ipswich Star](#)
51. [Tottenham and Wood Green Journal](#)
52. [St Helens Star](#)
53. [County Press](#)
54. [The Westmorland Gazette](#)
55. [Greenock Telegraph](#)
56. [Basingstoke Gazette](#)
57. [Gazette and Herald](#)
58. [The Comet](#)
59. [Bury Times](#)
60. [Romford Recorder](#)
61. [This is Local London](#)
62. [The Morning Star](#)
63. [Weston Mercury](#)
64. [Powys County Times & Express](#)
65. [The Herts Advertiser](#)
66. [North Wales Pioneer](#)
67. [Northwich Guardian](#)
68. [The Oldham Times](#)
69. [East Lothian Courier](#)
70. [Runcorn & Widnes World](#)
71. [Wanstead & Woodford Guardian](#)
72. [Ilkley Gazette](#)
73. [Dunfermline Press](#)
74. [Rhyl Journal](#)
75. [Slough Observer](#)
76. [The Shuttle](#)
77. [The Ardrossan & Saltcoats Herald](#)
78. [Guernsey Press](#)
79. [North Norfolk News](#)
80. [Craven Herald & Pioneer](#)
81. [Bangor - North Wales Chronicle](#)
82. [The Gazette \(Scotland\)](#)
83. [Brent & Kilburn Times](#)
84. [Stroud News & Journal](#)
85. [Impartial Reporter](#)
86. [Bridgwater Mercury](#)



87. [Maldon & Burnham Standard](#)
88. [Barking and Dagenham Post](#)
89. [Clydebank Post](#)
90. [Barrhead News](#)
91. [Largs & Millport Weekly News](#)
92. [Ilford Recorder](#)
93. [The Gazette Series](#)
94. [Ayr Advertiser](#)
95. [Mail On Sunday](#)
96. [Hackney Gazette](#)
97. [Braintree & Witham Times](#)
98. [The Sunday Post](#)
99. [Knutsford Guardian](#)
100. [Harrow Times](#)
101. [Newham Recorder Series](#)
102. [The Docklands & East London Advertiser](#)
103. [Clacton Gazette](#)
104. [Penarth Times](#)
105. [Darlington & Stockton Times](#)
106. [Malvern Gazette](#)
107. [Peeblesshire News](#)
108. [Leigh Journal](#)
109. [Andover Advertiser Series](#)
110. [South Wales Guardian](#)
111. [Messenger Newspaper Series](#)
112. [Times Series](#)
113. [Bridport & Lyme Regis News](#)
114. [Sidmouth Herald Series](#)
115. [Keighley News](#)
116. [Dudley News](#)
117. [North Somerset Times](#)
118. [Ledbury Reporter](#)
119. [Redditch Advertiser & Alcester Chronicle](#)
120. [Helensburgh Advertiser](#)
121. [Times & Star](#)
122. [Surrey Comet](#)
123. [Wimbledon Guardian](#)
124. [Enfield Independent](#)
125. [Exmouth Journal](#)
126. [Alloa & Hillfoots Advertiser](#)
127. [Cumnock Chronicle](#)
128. [Dumbarton & Vale of Leven Reporter](#)
129. [Witney Gazette](#)
130. [Lowestoft Journal](#)
131. [Wandsworth times](#)
132. [Asian Image](#)
133. [Hunts Post](#)
134. [Central Fife Times & Advertiser](#)
135. [Thurrock Gazette](#)
136. [This Is Oxfordshire](#)
137. [Chard & Ilminster News](#)
138. [Herald Series](#)
139. [Tottenham & Wood Green Independent](#)
140. [Borehamwood & Elstree Times](#)
141. [Cotswold Journal](#)
142. [Whitchurch Herald](#)
143. [Chelmsford Weekly News](#)
144. [Ealing Times](#)
145. [Dereham Times](#)
146. [Hillingdon & Uxbridge Times](#)
147. [Beccles and Bungay Journal](#)
148. [Wisbech Standard](#)
149. [This Is Wiltshire](#)
150. [Bicester Advertiser](#)
151. [Midweek Herald](#)
152. [Wharfedale Observer](#)
153. [Wymondham and Attleborough Mercury](#)
154. [Royston Crow Series](#)
155. [Saffron Walden Reporter](#)
156. [Brentwood Weekly News](#)
157. [Epping Forest Guardian](#)
158. [Halstead Gazette](#)
159. [Watton and Swaffham Times](#)
160. [Fakenham & Wells Times](#)
161. [Peterborough Matters](#)
162. [Banbury FM](#)
163. [Milford Mercury](#)
164. [Diss Mercury](#)
165. [Thetford & Brandon Times](#)
166. [Burnham & Highbridge Weekly News](#)
167. [Stowmarket Mercury](#)
168. [Bury Mercury](#)
169. [Sky News](#)
170. [Redhill Reigate & Horley Life](#)
171. [Wandsworth Times](#)