

Case Studies



“Smye Holland Associates helped us establish a presence in the media that reflected our contribution as a sizeable provider of social housing in the region. They supported us with the delivery of some of our key messages to tenants and stakeholders to excellent effect.”

Angela Robinson, public relations co-ordinator,
Axiom Housing Association

Axiom Housing Association owns and manages around 2,000 rented homes in Peterborough, Cambridgeshire and Lincolnshire. These include family homes, single-person flats and apartments as well as sheltered housing for the elderly and a broad range of other supported housing schemes. The association runs a number of specialist housing schemes for people with mental health problems and for young people who might otherwise be homeless.

Smye Holland Associates helped Axiom to identify its media targets and set measurable objectives for coverage. We then worked with Axiom staff in developing story ideas and producing and issuing press releases as well as more feature-oriented material for a variety of media.



“Axiom owns and manages around 2,000 rented homes”

We also assisted with managing events such as official openings to maximise press coverage.

In addition, we have provided assistance in relation to some of the inevitable issues that affect organisations dealing with the vulnerable client groups for which Axiom provides accommodation.

Working with Axiom and a number of other housing clients we planned and produced a feature for the local daily newspaper explaining the role of housing associations and their importance in meeting Peterborough’s housing needs.