

Case Studies

MORRISON

“The team at Smye Holland Associates blends expertise in the housing and construction market with a thorough understanding of the way in which the media works.”

Aisling Ryan, PR and communications manager,
Morrison Facilities Services



“Looking after over 400,000 homes in the UK, providing repair and maintenance services”

Morrison Facilities Services is one of the largest providers of social housing services. It looks after over 400,000 homes in the UK, providing repair and maintenance services for councils, housing associations and arms length management organisations (ALMOs).

Morrison works with local authorities and housing associations across the country from Gateshead in the north to South London. It works closely with residents and uses a variety of techniques to communicate with them and other stakeholders.

Smye Holland Associates undertakes media relations on behalf of Morrison. This is targeted at residents in the areas where Morrison operates as well as at key industry decision makers. We therefore secure coverage not just in ‘trade’ journals read by professionals in the housing and construction sector but also on websites, in local newspapers and on radio.

Media relations is used to help Morrison communicate its key messages, such as its expertise and its provision of a high standard of service. Media coverage also helps the organisation to raise awareness of the work it is doing to improve communities and provide employment opportunities for residents in the areas where it operates.

We also work with Morrison to identify opportunities for staff to give presentations at leading national housing and repairs and maintenance events, helping to raise the company’s profile within the housing industry.