

Case Studies



Greenwoods Solicitors LLP is based in Peterborough, 45 minutes from Central London. It advises a blue chip client base drawn from local, national and international markets which includes numerous household names and FTSE 250 firms as well as local authorities and housing associations.

Greenwoods has over 50 lawyers based in specialist, client focused teams and has developed a track record in attracting and retaining high calibre lawyers from leading London and regional firms.

In addition to its housing law team Greenwoods has teams specialising in corporate, commercial, dispute management, property, human resources and personal legal services.

Smye Holland Associates works to raise the profile of Greenwoods' housing law team within its key media as well as helping the organisation to communicate with existing and prospective clients. The media relations campaign is designed to raise Greenwoods' profile among senior managers of housing associations, arms length management organisations (ALMOs) and other housing-related organisations throughout England.

We developed a flexible media relations strategy for Greenwoods. It combines the provision of traditional PR services such as drafting and issuing press releases with consultancy and guidance in other areas of PR and marketing to help the firm meet its objectives.



Smye Holland Associates is also producing feature articles aimed primarily at housing and local government media. These convey key messages promoting Greenwoods sector-specific expertise in housing/tenant law and its 'joined up' approach to all the legal requirements of registered social landlords - not just housing law but also HR, governance, mergers and acquisitions, etc.

“Smye Holland Associates has helped us to establish a presence in the media that reflected our contribution in social housing law in the region. They continue to support us with the delivery of some of our key messages to landlords, tenants and stakeholders.”

Graham Cooper, Head of Housing Law,
Greenwoods Solicitors LLP