

Case Studies



Pressure to improve the environmental performance of buildings has opened new market opportunities for timber-frame construction. Kestrel Timber Frame has been established to take advantage of these opportunities.

Set up in a purpose-designed factory the company has swiftly secured business with a number of regional building companies and developers, providing timber frames for homes and commercial buildings across much of the East of England and East Midlands. Building using timber frames is more environmentally friendly than using more traditional methods and allows houses to be built more quickly at very high standards of quality.

Smye Holland Associates has worked with Kestrel Timber Frame from its inception, securing media coverage in appropriate publications to help the company project the right image to existing and prospective customers. Our work was subsequently extended to include assistance with developing sales literature.

In addition, we were involved in maximising the marketing benefits which Kestrel Timber Frame has obtained from its involvement a unique sustainability demonstration house project. Smye Holland Associates



also worked with other partners in the project to show housing associations and other registered social landlords how timber frame buildings can meet the demands of the government's Code for Sustainable Homes.

“ Smye Holland Associates has secured us a considerable amount of media coverage which has been extremely helpful in establishing our market profile. This has been very helpful for a new company such as Kestrel that is seeking to break into the highly competitive construction industry.”

Paul Adams, Kestrel Timber Frame