

Case Studies



“Smye Holland Associates helps to manage media relations for Accent Nene, highlighting the association’s housing management achievements, new development activity and our community engagement projects. The company has consistently provided positive advice and expertise that dovetails extremely well with our communications and marketing strategy.”

Andrew Williams, chief executive, Accent Nene.

Accent Nene manages over 3,500 rented and shared equity homes across Peterborough, Nottinghamshire and Cambridgeshire. It provides housing for single people, couples, families, elderly and disabled people and some special needs groups such as deaf/blind people.

Smye Holland Associates works with Accent Nene to raise its profile and promote its achievements through media relations in the areas where it operates. This is used primarily to communicate with stakeholders and potential partners but also to raise awareness of the housing association among new and existing residents.

We have worked closely with Accent Nene on a variety of projects including producing a media communications strategy to support the redevelopment



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of a major housing estate in Cambridgeshire which has involved demolishing homes - some of them in private ownership - to create a new community.

We have also provided media relations assistance to community groups and other partners with which Accent Nene is working to tackle social exclusion and to secure neighbourhood regeneration.

Accent Nene is set for further major expansion in its programme of building high quality and sustainable homes and is continuing to work with Smye Holland Associates to achieve its goals.