

# Case Studies



“We have been able to use Smye Holland Associates’ expertise on projects across the region to assist us with community consultation and promotion of our sites to potential developers. The results of their work have consistently been good.”

Ian Ivory, relationship manager, English Partnerships



“At the height of the campaign the website was receiving more than 20,000 unique visitors per month”

English Partnerships - the government’s regeneration agency - has used Smye Holland Associates to assist with a wide range of tasks, from undertaking ‘political audits’ ahead of major planning proposals to delivering integrated promotional campaigns to help the sale of sites for development.

We have also undertaken market research, built and managed databases, managed tele-sales campaigns and secured media coverage in outlets ranging from local newspapers to professional journals, radio and television.

We have produced newsletters, arranged public exhibitions, organised sponsorships, written speeches and managed corporate entertainment events in locations from Basildon to Peterborough and from King’s Lynn to Milton Keynes.

We led the Positively Peterborough campaign - a joint initiative managed by English Partnerships and the Greater Peterborough Investment Agency - to raise the profile of the city. One of the main elements of the campaign was the specially-created website which featured business and lifestyle information to promote the benefits of the city.

At the height of the campaign the site was receiving more than 20,000 unique visitors per month.