

Case Studies



Smye Holland Associates has worked with Minster for a number of years. Primarily focusing on stakeholder communications, Minster now has a strong and well-read range of publications.



“Minster has developed strong communications with staff members, residents and the local community - Smye Holland Associates plays a key role in making this happen”

Steve Wilson, chief executive, Minster

Minster works in the eastern and East Midland regions to provide affordable social housing and build thriving communities for its residents. With over 1,600 homes across these regions, Minster strives to maintain excellent communications between itself and residents, potential residents, local authorities and development partners.

The association chose Smye Holland Associates to develop its communications with its key stakeholders and to break in to new areas and has now built up an impressive portfolio of communications tools with which to do so.

As part of a small scale media relations campaign we publicise new developments and community involvement projects undertaken by Minster and work to build its reputation as a caring housing association.

Minster joined a larger group of housing associations, The Hyde Group, at the beginning of 2006. Smye Holland Associates helped the association to communicate news of the move on all levels – to staff, residents and potential development partners. By providing a mixture of media relations work, internal communications and direct mail, all key stakeholders were kept informed of the process at each stage.

Our public relations activities extend beyond the written word into areas such as arranging sponsorship of community awards and advising on corporate literature.