

Case Studies



Opportunity Peterborough
urban regeneration company

“Smye Holland Associates has provided not just effective implementation of a wide range of tactical marketing communications activity but also sound strategic marketing advice. We have been able to draw on this locally based expertise in a variety of different areas.”

Steve Compton, chief executive, Opportunity Peterborough



“Smye Holland Associates staff have personally contributed to economic development”

Smye Holland Associates has been professionally involved with the economic development of Peterborough for almost 20 years, working with the city council and a succession of sub-regional development organisations to promote the city as a great place to live, work, invest and do business.

Most recently we have been working with Opportunity Peterborough, the city’s urban regeneration company, on activity ranging from copy writing for websites, literature and adverts through to media relations and assistance with public consultation.

Our work for Greater Peterborough Investment Agency - Opportunity Peterborough’s predecessor - covered a similar range but also extended to market research and brand development. In addition, we initiated and

managed direct mail campaigns, produced speeches and presentations, organised and managed events - and on one occasion wrote and directed a play!

Senior staff from Smye Holland Associates have personally contributed to economic development through voluntary roles on bodies such as the chamber of commerce, the local strategic partnership and the sub-regional economic development partnership.