



## We're behind £49 million of new investment and the greens on Anna's table.

At Sentinel, we take care of the big things. We'll be using £11 million of investment to build hundreds of new homes by 2010. On top of this, we're involved in major scale regeneration projects, as well as delivering a five year £38 million plan to invest in the 7,000 homes we already own.

We take care of the small things, too – the things that turn an area from just a place to live into a real community. Like our pilot scheme at Heathlands Court to get residents of all ages in growing vegetables in their allotment.



business for neighbourhoods

### Sentinel Housing – Campaign microsite

The brief here was to fill a number of very senior roles on a limited budget. The roles had been advertised before but without much success because of limited talent pools. Our solution was to create a microsite to market not just the roles but Sentinel Housing itself. This allowed our client to put as much information online as they liked, while radically reducing the size of the press ads and using banners and web postings as well. In effect the potentially costly press ads became web-drivers. The client was delighted with the response they received, as well as the wider marketing platform our site provided.