



# Housing Corporation East Midlands

▶ **Client**  
*Housing Corporation  
East Midlands*

▶ **Project**  
Spotlight Newsletter

▶ **Background**  
We have been working with the Housing Corporation – the body that regulates and funds housing organisations – for nearly two years. Initially we worked on a project for the West Midlands region. This work so impressed their colleagues in the East Midlands and North West and Merseyside regions that they too have commissioned us to carry out similar projects.

▶ **Objective**  
To promote the Corporation's Innovation and Good Practice grants generating appropriate and successful applications.

▶ **Description**  
This eight-page three-colour quarterly newsletter provides information about how to apply for the IGP grants and showcases some of the successful applicants.

▶ **Our role**

Designing the newsletter, editing supplied copy, layout and printing.

▶ **The challenge**  
Chief executive, Mark Thomas said: "With Spotlight we had to build on our successful work with the West Midlands region. We had to follow a clear corporate style but produce a different and distinctive publication."

▶ **Feedback**  
Regional IGP co-ordinator Lesley Owen-Jones said: "We were impressed with Word Association before we worked with them and continue to be now. To date they have produced distinctive and effective newsletters."

