

## ACCOUNT WINS FOR CHELTENHAM AGENCY

**GCN Member apt marketing & pr has expanded its portfolio with two new client wins: bookkeeping and accountancy firm BookCheck and co-housing developer 'E-cohousing'.**

BookCheck is an established national company, providing day-to-day bookkeeping and payroll support – as well as delivering management accounts – to a range of clients. Offering online, postal and onsite services, BookCheck allows its clients to focus on their core business, taking away the bookkeeping headache.

The deal with apt comes at an important time as BookCheck have themselves secured a contract to service businesses across the country, through the Government's UKBI initiative. apt will also help to raise awareness of the core services that BookCheck offers, while engaging with new prospective clients across a range of sectors.

E-cohousing Development Company is a full-service developer, specialising in the building of 'co-housing communities'. An innovative form of housing development, co-housing is a neighbourhood in which residents actively participate in the design and management of their own community.

apt will be retained as a provider of marketing and PR services for the developer with environmental considerations at its core. Typically incorporating green building techniques and materials in their design and construction, the E-cohousing approach is geared towards cutting carbon, recycling and harnessing natural energy sources.

apt PR Manager Andrew Lacey comments: *"These new accounts reflect the diversity of our client portfolio. With each new client comes a fresh challenge and a chance to become mini-experts in a new field. We are looking forward to helping both E-cohousing and BookCheck to raise their profile and maximise business."*

**ENDS**

**7 August 2007**

## **Notes to Editors**

### **About apt marketing & pr**

apt marketing & pr ltd is a full service marketing and PR agency with specialist knowledge and experience in the hospitality sector. apt forms strong relationships with its clients and becomes an expert in their business. With a diverse, creative staff, apt can bring a unique marketing perspective and has a proven track record of delivering results across a range of sectors.

Further information: [www.aptmarketing.co.uk](http://www.aptmarketing.co.uk)

### **About BookCheck**

BookCheck provides quality book-keeping, accurate payroll and sound management accounts to a variety of businesses. The 45-strong team deliver genuine expertise and efficiency to their clients. The company specialises in a friendly, flexible approach to finance and is keen to dispel the 'stuffy suited and dull' image associated with accountants.

Further information: [www.bookcheck.co.uk](http://www.bookcheck.co.uk)

### **About E-cohousing**

E-cohousing is a full service development company, set up by three co-directors committed to eco-living. It specialises in the building of co-housing communities, partnering developers and prospective residents to create environmentally and socially sustainable communities. Typically, communities forge a strong partnership with a professional development team and together they create a custom-built, resident-managed, close-knit community that offers a healthy balance of privacy and social integration.

Further information: [www.e-cohousing.co.uk](http://www.e-cohousing.co.uk)

**For further media information, please contact**

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