

Media Release

Further Expansion for Athene Communications

Peterborough-based PR and communications consultancy Athene Communications is building on a successful year with the expansion of its team.

Nyree Ambarchian has been appointed to the post of community engagement manager, leading Athene's work on public engagement for clients across the country.

Over the past year, Athene has increased its community engagement work and now lists clients such as Balfour Beatty, British Energy, Serco, Longhurst Group, and Lark Energy in its portfolio.

Athene is also supporting the 'Positively Parnwell' programme in Peterborough through the delivery of a Community Reporters project. This project is providing free training to local people to help them share their news and views. Using news articles, poetry, stories, videos, and social media like twitter and Facebook, local people will broadcast their thoughts and ideas about where they live, what they're experiencing and what they want to see happen.

Managing Director of Athene Richard Astle said, "Over the past two years we've cemented our reputation as specialists in community engagement and I'm delighted that we've now been able to expand our team. Our aim is to help our clients turn consultation into real dialogue, helping them gain a full understanding of the social makeup of the areas they are working in. Developers spend a huge amount of resources on studies to check ecology, archaeology, noise, contamination, and pollution – we believe that investing time to understand the local community is at least as important. That's where we come in."

Nyree was previously marketing and communications manager at green charity Peterborough Environment City Trust.

Supporting Nyree in the role of community engagement executive is **Claire Gibbison**, a recent graduate from the School of Environmental Science at the University of East Anglia.

For further information about Athene Communications please visit:
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