



JANUARY NEWSLETTER

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2021

Happy New Year

CEO INTRODUCTION

Moses Hirschler Details The Values That Underpin Cromwood

The COVID-19 pandemic has highlighted the importance of organisations such as ours, along with our emergency services heroes, and demonstrated the vital role we play as housing service providers in the fight to safeguard the lives of the most vulnerable in society, and in our case, it is those individuals that are homeless, sleeping rough, seeking asylum and fleeing domestic violence.

These vulnerable groups need help, and this 'need' has exponentially grown throughout this year as a result of coronavirus and the various lockdowns, disabling services, often much sought by these cohort groups.

Never has our **Mission** tenets been more relevant nor our **Values** more applicable. For that purpose, I would like to detail them today so that it serves as a reminder, to me and my staff, why we do what we do.

OUR VISION:

"Being able to provide a place someone can call Home, where they can Rest, receive Support and Plan for the Future"

OUR MISSION:

1. To provide our vital social housing services to save the lives of people who are homeless, sleeping rough, seeking asylum and fleeing domestic violence.
2. We ultimately want to reduce the vulnerability of individuals and families due to the lack of a permanent place they can call home.
3. To deliver societal impact through the creation of innovative housing solutions, backed by investors who care.

OUR VALUES:

- Cromwood was set up by the founding directors to serve the needs of the community through housing.
- Provide immediate housing for the most vulnerable, today.
- We believe our intervention and our engagement ultimately saves public money.



EDITORIAL

HELPING THE GREATER LONDON AUTHORITY (GLA) DELIVER 3,300 NEW HOMES

Throughout 2020 we have been busy supporting and housing people who are homeless, sleeping rough, those seeking asylum and those fleeing domestic violence. We have worked tirelessly to ensure those sleeping rough or on the streets, ordinarily and more so during this pandemic, have access to suitable accommodation.

We are leading the way in the fight to eradicate street homelessness and this hard work has been recognised recently when in June 2020 we partnered with the Greater London Authority (GLA) to deliver housing to end rough sleeping in the streets of London.



The registered provider arm of our business was allocated the largest amount of funding, by the GLA, to provide long term, move-on, housing for those sleeping rough in the streets of London. This funding is part of an overall rough sleepers (and other vulnerable people) programmes, from the GLA, seeking to deliver 3,300 new homes across England via the availability of a £150m fund.

We recently expanded our housing team, both internally and externally, to include a dedicated team that have the expertise to deliver this GLA contract. Currently the team is busy procuring units for the GLA project to deliver long term, move on, housing for those sleeping rough in London but also to provide accommodation to those people fleeing domestic violence which recently has been on the increase. Charities working with these cohorts have explained that recent national and local lockdowns, resulting in people having to work from home, has been a contributing factor.

We have partnered with Thames Reach, a London-based charity who work with people suffering from homelessness, to deliver this GLA project. There are many synergies between the two organisations which, we believe, will result in great delivery and meaningful societal impact.

PARTNERING WITH THE HOSPITALITY INDUSTRY TO PROMOTE ECONOMIC STIMULUS

Back in June this year we reported how we are working with responsible landlords and strategic partners to house the most vulnerable people in society during unprecedented times. We detailed how we housed around 1,300 people seeking accommodation, food and support in the Greater Manchester and London area.

At the onset of the coronavirus we entered into partnerships with responsible property owners in the hospitality industry to house vulnerable people during national lockdown, we continue to do so given the announcement of the most recent lockdown in January 2021.

We are working collectively with the hospitality industry to not only help house vulnerable cohort groups but to also provide a financial stimulus during national lockdown which is affecting the economic prosperity of businesses in the UK. This means that more staff stay employed in the hospitality industry, providing services, and not having to be furloughed or be made redundant. We see this as our small contribution to helping the economy and the people of the country.

DELIVERING HOUSING SERVICES IN GREATER MANCHESTER

We continue to deliver the "A Bed Every Night" (ABEN) project within the Greater Manchester areas by working in partnership with the local authorities. We also continue our core services to house people who are homeless and seeking accommodation by working with responsible landlords and responsive local boroughs.



Our Manchester arm has also seen growth in their operational activities, resulting in the expansion of the team, both through internal promotion and the recruitment of new team members generally.

SEASONAL BEST WISHES

During the festive season our staff, working in properties we manage, decorated the communal living and dining areas, prepared special food menus, including a variety of seasonal food, and delivered gifts to children to help create seasonal ambience.

In these testing times, world pandemic, national lockdown and uncertain future, our staff are doing as much as they can to put a smile on people's faces.



Our staff delivering gifts to children we are housing and a sample of the festive food we are serving to create festive atmosphere.

WELCOMING NEW TEAM MEMBERS - CROMWOOD GROUP

This year has seen tremendous growth within the Cromwood Group, the result of which has seen our team growing once again.

To continue providing excellent services to our tenants, partners and stakeholders we have recruited an array of incredible team members, covering both the London office and the Manchester office.

The new members of the teams have all hit the ground running and we are excited to see the expertise they will bring to Cromwood and the enormous asset they will go on to become.



ADVERTISEMENT

Dear Landlord, SAVE LIVES

We have been working closely with local and central government to save the lives of people who are homeless, sleeping rough and those seeking asylum.

COVID-19 has led to an increase in the demand for housing and we need your help to meet this need. We are offering great financial incentives to reward landlords helping in this time of great national crisis.

We are looking for 1,2 and 3 beds in **Thameside, Oldham and Salford** as a matter of urgency.

We provide the following services:

- Full Management
- Guaranteed Rent
- No Voids
- No Fees or Deductions

Please call **020-8826-2800** for our London office or call **0161-241-1341** for our Manchester office. Alternatively, you can email us at info@cromwood.co.uk for more information.

MANCHESTER OFFICE
417 Bury Old Rd
Manchester M25 1PS
0161 241 1341

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HOUSING DEVELOPMENT SOCIAL

GUARANTEED RENT FOR 3 YEAR LEASES IN THAMESIDE, OLDHAM AND SALFORD

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- Guaranteed Monthly Rent
- No Fees or Commission
- 3 year Lease Schemes
- Periodic Property Inspections
- Free Management
- 100% Rent during Void Periods
- Lease Schemes exempt from Landlord Licensing

Get in touch with us now to start earning from your property:

020 8826 2800; 
info@cromwood.co.uk
www.cromwood.co.uk



Cromwood Housing - we manage the hassle, you enjoy the return

LONDON OFFICE
1A Holmdale Terrace
London N15 6PP
020 8826 2800



YOUR HELP CAN SAVE LIVES

Cromwood is committed to providing housing for the most vulnerable in society and keen to hear from other local authorities and landlords who would like to work with us. We are actively looking for all types of properties, especially large B&Bs, HMOs, Hotels and any other property types that mainly consist of 1 bed, self-contained accommodation.

So please get in contact with us, particularly if you have properties that we can use in London and the Greater Manchester area.

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