



**1** CEO'S INTRODUCTION

**2** CHL SUCCESSFULLY ACQUIRES 135 UNITS

**3** HOMELESSNESS CASE STUDY

**4** OUR INVESTMENT PARTNERSHIP

**5** THIS IS WHAT 'IMPACT' LOOKS LIKE

**6** ONLINE REPAIRS & MAINTENANCE SYSTEM

**7** COMPANY NEWS



# CEO'S INTRODUCTION

2021 has been a tremendous year for Cromwood Housing Group (CHG); we purchased 135 properties to house rough sleepers; secured circa £40m of grant funding; received circa £20m of private investment; and cemented key strategic partnerships including the Greater London Authority (GLA).

The CHG has seen the addition of high calibre candidates, adding to an already amazing and professional team.

In 2022 we aim to work closely with the Regulator of Social Housing (RSH) to ensure the RP arm of the business continues to grow and deliver social housing whilst adhering to the high standards set by the Regulator. With this in mind it is with great pleasure that I announce the appointment of four independent board members to the 'interim advisory' Board of Cromwood Housing Ltd.

These individual board members will bring to Cromwood Housing Ltd an array of talent, experience and professionalism to guide the RP at a crucial juncture of organic growth. They will also provide the RP with much needed independence, transparency and direction. Full details of these board members have been released on our website.

The inaugural board meeting took place on the second week of February 2022 and was held at our London offices.



## Strategic Objectives 2021-2024

The Cromwood Housing Group ( C H G ) manage approximately 2,000 units.

The CHG includes the activities of Cromwood Ltd, and Cromwood Housing Ltd. The strategic objectives for the CHG over the next 3-year are:

- To increase the number of properties owned by CHG by approximately 1,035.
- To increase the number of units managed by another 1,485 units.
- To increase the group's social impact deliverables.

I would like to finish by thanking each member of the CHG for their dedicated support and work ethic in everything we achieved in 2021. I appreciate the cooperation that everyone displayed under such strenuous conditions. I am lucky to have such a team. I am looking forward to a successful 2022!

# CHL SUCCESSFULLY ACQUIRES 135 UNITS FOR SOCIAL HOUSING

Within a short period of time, Cromwood Housing Limited (CHL) and its procurement team have successfully completed the purchase of 135 one bed properties, located throughout London. Given some of the new challenges posed by COVID-19 related working restrictions, this was an amazing achievement.

This was enabled by an £8.1 million grant funding from the Greater London Authority's (GLA) Rough Sleeping Accommodation Programme (RSAP) and a further £19.5 million of investment from a Pension Fund.

We are pleased to announce these properties are already housing people who were sleeping rough on the streets of London. These properties will allow us to provide rough sleepers with a permanent place they can call home, where they feel safe & secure, a place from which to plan their future and improve their wellbeing.

Rough sleeping has been on a steady increase in London for many years. Recent statistical data from the GLA, 2020/2021, showed that some 11,018 individuals were sleeping rough on the streets of London. Tackling rough sleeping is one of our core competencies alongside helping house those that are homeless, seeking asylum and those fleeing domestic violence.

Our commitment to delivering housing solutions for those sleeping rough on the streets of London mirrors our vision of "being able to provide a place someone can call home, where they can rest, receive support and plan for the future".



With this excellent public-private funding partnership supporting us, we can continue to deliver long term housing solutions to tackle rough sleeping in London. It is often quoted but this 'really' is another excellent example of delivering social impact through public-private investment.

This success has been rewarded by further grant funding;

- £11.2m funding from the GLA to deliver 75 homes for social rent.
- £14.75m to acquire accommodation for long term move-on properties for rough sleepers.
- £3.3m to acquire accommodation for those fleeing domestic violence.

# HOMELESSNESS CASE STUDY

An honest account and email appreciation sent to us by John (not real name) who was homeless for a while and is currently housed by us. John provides a backdrop to homelessness that we see too often:

*"I was homeless from February 2015 till June 2021. First five years of my homelessness was a complete nightmare. I was sleeping rough, using day centres for showers and free food and clothes."*

*"During winters I took advantage of "winter shelters" where I slept in the churches. It was better than sleeping rough but still it was a traumatic experience..."*

*"I did try to get temporary accommodation throughout those times but because of the bureaucracy..."*

*"In May 2020 because of new Covid-19 regulations from the government, I happened to be eligible for emergency accommodation and I got one from Newham Council."*

*"Also I got my Universal Credit claim approved and started receiving the money."*

*"I spent over a year in this emergency accommodation till June 2021... I had to live in the same house with serious drug addicts and violent people..."*

*"Fortunately I got an offer from Cromwood Housing through Thames Reach and I moved into my current accommodation in June 2021."*

*"I was very pleased that unlike other housing associations Cromwood Housing did not require the deposit. Also they did not ask for any payments in advance which was very helpful. In fact they had to wait for more than a month to get their first rent money because of the delay from DWP in paying my housing element into my account."*



*"When I saw my new home first, I was very excited and happy. It is a spacious one bedroom flat in a very nice area and peaceful neighbourhood. I could not believe in what was happening to me. "*

*"Finally I was able to accommodate my daughter when she visited me."*

*"I started volunteering in the local charity shop. I work part time as a community interpreter."*

*"I have had counselling sessions to help me cope with my PTSD... my mental state is getting better."*

*"Once homeless I was losing my confidence that I would ever live in a normal, decent place but my new flat was more than what I expected. I was and am very pleased and content to call this place my new home."*

*"So I am grateful to Cromwood housing and Thames Reach for all the assistance and for giving me the opportunity to start a new life."*

# OUR INVESTMENT PARTNERSHIP



We continue to grow in strength through our public-private funding partnerships to deliver more long term social housing solutions.

We recently successfully acquired 135 one bed properties in London. These properties are already housing people who were sleeping rough on the streets of London. These properties allow us to provide rough sleepers with permanent accommodation; the catalyst which enables them to take back control, plan for their future, make informed decisions and ultimately be an inclusive member of society again.

A summary of our first public-private investment partnership:

	GLA	BAE Fund	Pension
Amount (GBP)	8.1m	19.5m	
Investment	Grant	Debt	
Deliverable	135 one-bed property in London		
Beneficiary	Rough sleepers		

Our commitment to delivering housing solutions for those sleeping rough on the streets of London mirrors our vision of **“being able to provide a place someone**

**can call home, where they can rest, receive support and plan for the future”.**

This excellent public-private funding partnership model has enabled us to continue our delivery of long term housing solutions to tackle rough sleeping in London. We are nearing the completion of our second public-private funding partnership to deliver 140 units to house those sleeping rough on the streets of London.

We are uniquely positioned in this niche market to use grant funding allocated, raise private investment and ultimately deliver urgent accommodation to vulnerable cohorts through innovative housing solutions

**“We encourage potential investors, grant-funders and those seeking to create societal impact through philanthropic giving to make enquiries with our London office”.**

The wider impact of our work is in the creation of many positive impacts on the individual including their ability to stay healthy, maintain relationships and find a job. Whilst simultaneously reducing the negative impacts such as the individual feeling neglected, experiencing mental or physical health problems, mis-use of alcohol or drugs etc.

We continue in our mission to “provide immediate housing for the most vulnerable, today”. These public-private investment partnerships are enabling us to deliver more housing, make more impact and ultimately eradicate rough sleeping.

# THIS IS WHAT 'IMPACT' LOOKS LIKE



Recently we have posted many an article about the work we do and how it makes an impact on the lives of the individuals we house.

The task of housing vulnerable individuals whilst managing their expectation requires meticulous handling and management; we are lucky to have a very talented and professional housing team.

The vast majority of our staff care about the tenants we work with, and would like to only give tenants good news and work towards a joint success, unfortunately we cannot always deliver what tenants want because this is not always feasible.

Therefore it always brings a smile to the team when we receive high praise from tenant(s) that we have helped through housing and support. Below are extracts from Abdul's email (not his real name), a tenant we currently house, describing his experience of our services:

- "I am very grateful to Thames Reach and to Cromwood for proving me with safe, sustainable housing."
- "There are a mixture of different people within the development with nobody aware really of each other's background. This has allowed me to integrate back

into society, with confidence and has helped immensely to me rebuilding my life."

- "When moving in, Cromwood did advise me that they would not bother me in any sense about anything unless there was a need from me of them. This has been absolutely the case."
- "This has now been a shortfall in my rent amount, as the loan repayment is now deducted through my rent. This has been ongoing for three months. Cromwood have been very accommodating and understanding of this."
- "So I express my gratitude and appreciation to Cromwood, for providing me with safe, sustainable housing that is also in a prime location, and for being professional and consistent in their approach to their clients."
- "My experience of Cromwood is positive and I hope to be able to stay with them for the foreseeable future. They offered me hope and the platform to rebuild my life, whilst at the most vulnerable point in my life. A good agency, not only driven by numbers but also with the objective of providing, safe and sustainable housing."



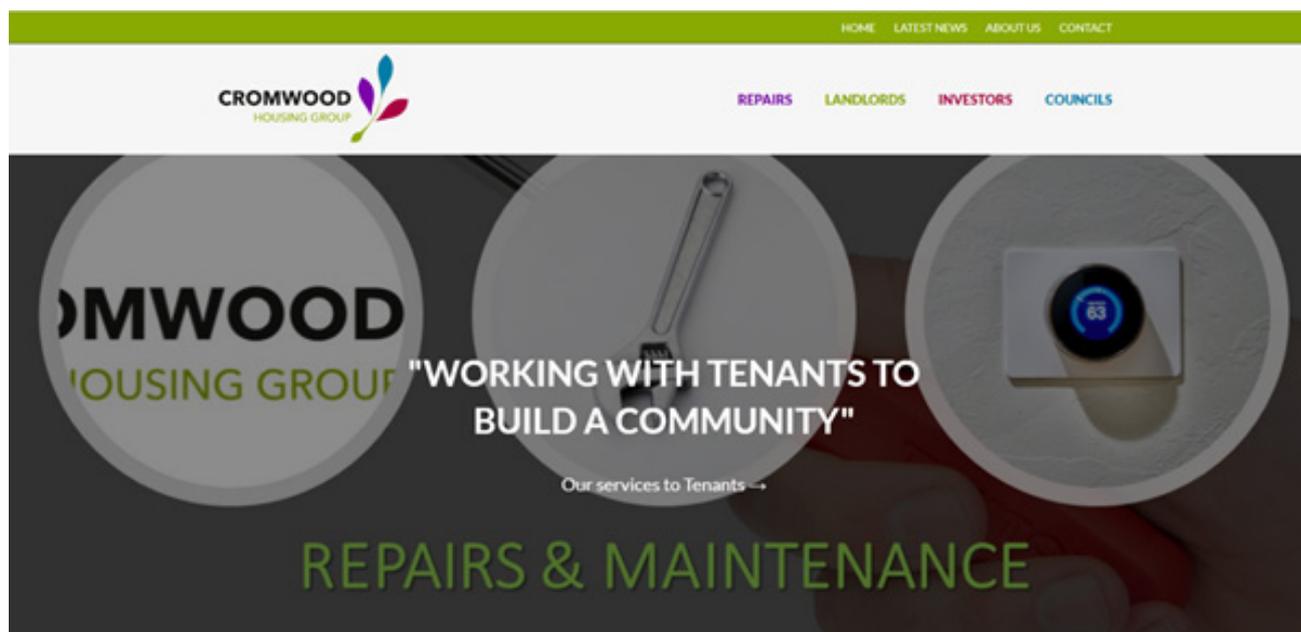
# ONLINE REPAIRS & MAINTENANCE SYSTEM

In line with our constant engagement with tenants, our neighbourhood housing officers and our repairs managers we have created an online repair reporting system.

Tenants can now report a maintenance or repair issue online using the '**REPAIRS**' page on our website. Our service users can access our website using a PC, laptop, tablet or a mobile phone. We have created a '**WeTransfer**' page, accessed through our website, that allows our service users and tenants to instantly:

- Report a maintenance or repair issue using our online services;
- Upload pictures or videos enabling our maintenance team to better assess the works needed and appoint trades professionals accordingly; and
- Upload message to the team directly.

Please visit our website for more information.



# COMPANY NEWS



## 7.1 Completion of 1st external audit for Cromwood Housing Ltd:

August last year we appointed Beever and Struthers to carry out the first external audit of Cromwood Housing Ltd's financial statements. The audit covered a 30 month period starting 1 October 2018 through to 31 March 2021.

The audit was a great success; the auditors did not identify any significant observations nor any significant audit adjustments to the draft financial statements.

This was in line with all our work last year with respect to ensuring CHL is in adherence to the regulatory standards set by the Regulator of Social Housing (RSH) as well as being compliant with the new addition, March 2021, of EcoDa's Corporate Governance Principles.

## 7.2 Tameside Contract – Nightly Charged Temporary Accommodation:

The council wishes to reduce/eliminate the use of bed & breakfast accommodation for homeless households and were looking for a service provider who could provide suitable temporary nightly charged accommodation.

Cromwood Ltd were awarded this tender last year and after some technical delays with

respect to the start date, this contract delivery started February 2022.

## 7.3 London Borough of Hillingdon:

In the LB of Hillingdon, we were recently awarded the following management contract:

- (UNDISCLOSED) House:
- A four-storey building comprising 28 self-contained units/121 bed spaces, with associated car parking, landscaping and children's play area. It provides general needs temporary accommodation facility for homeless households.

## 7.4 London Borough of Hounslow:

We have also provided, to the LB of Hounslow, full management services for the following blocks since July/August 2021:

- (UNDISCLOSED) House:
- Comprising 29 self-contained units housing a combination of families and individuals.
- (UNDISCLOSED) House:
- Comprising 26 self-contained units, housing a combination of families and individuals.

## 7.5 Series of posts on Home Maintenance and Home Safety:

We have recently been publishing a series of posts on our website, detailing helpful tips with respect to home safety and home maintenance. The aim is for tenants to benefit from helpful tips which they can do themselves without the need for a professional.

Please see our website, under '**Latest News**' for more information.



## 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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