

# People FIRST

Issue No. 22

The magazine for the residents of Pickering and Ferens Homes



“I’ve seen nearly a Century of Great Britain’s housing shortages”

## Also inside this issue...

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with Claire

Inspirational journey for  
Trustee

Resident-Led Scrutiny Panel  
update

Budget Roadshow success

The Easter Bunny returns

WIN a trip to The Deep!

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# Catch up with the Chief Executive

Welcome to the latest edition of People First. This year promises to be a very exciting year for Pickering and Ferens Homes, starting with the completion of the Longhill development and continuing throughout the year with a number of exciting projects and developments coming up.

We are delighted to announce that the keys are soon set to be handed over to the first residents moving into the Longhill bungalows – this development is a huge step in Pickering and Ferens Homes' commitment to providing specialist housing for people over the age of 60, especially as there is such a shortage of this type of housing across the UK.

It is great to be in a position where we are able to expand our portfolio through financially viable projects of this nature – including the Hawthorne Avenue and Newbridge Village developments, as demand for our housing continues to grow.

Also in this edition is a profile on the Resident-led Scrutiny Panel, including a focus on the new chair, Ann Eggleston, and her ambitions for the panel as it continues its important mission in helping Pickering and Ferens Homes to improve its services for residents.

We're also delighted to be supporting a rising national charity called The Silver Line.



The charity, which was started in 2011 by Esther Rantzen to combat loneliness in older people, has recently secured £5m in Big Lottery funding to expand nationwide.

This charity has a phone line available for anyone to use 24 hours a day, seven days a week, which can direct older people to services they may need and also provides a befriending service to tackle loneliness.

Tackling loneliness and isolation is one of our major focuses as a housing association, so we are delighted there is a service such as this to help older people.

**To find out more about The Silver Line or to use its services, call 0800 4 70 80 90.**

I hope you enjoy reading this edition of People First.

Best Wishes,

*Claire*

## Keeping residents up-to-date with our performance

(As at 31st January 2015)



Only

1.4%

of properties are vacant and available to let



Rent written off as a percentage due

0.3%



Current resident arrears

3.5%



93.7% of all reactive repairs completed within target time



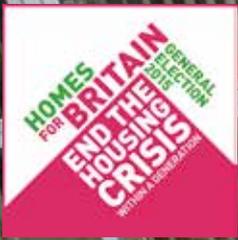
An average re-let time for properties of

16.9 days

95.6%

of rent was collected out of all rent owed





## 91-year-old former postman and great grandfather joins national housing rally

**A 91-year-old great grandfather and former postman is just one of our residents supporting a campaign calling for the national housing shortage to be addressed.**

Ken Newlove, who lives at our HumberView sheltered housing scheme, is proud to be taking part promoting the Homes for Britain Relay to the Rally as part of a nationwide call to end the housing crisis within a generation.

The Relay to the Rally is seeing everything from buses and bikes through to running shoes and walking boots hit the road to Westminster in time for the Homes for Britain rally on March 17. To take part in the initiative, residents and members of the Pickering and Ferens Homes team are joining together to do their own mini rally here in Hull to show their support for this cause.

Mr Newlove has witnessed almost a century of housing shortages in the country and has experienced first hand the harsh reality of growing up in unimaginable living conditions.

“When I was a young lad we didn't even have any electricity in the house and we used to have to strike a match to light the gas – it's a wonder we didn't blow ourselves up,” he said.

“My sister died aged 13 as a result of our living conditions and my brother joined the army just to get away from the house. We didn't sleep with blankets, we just had to use our coats. The toilet and tin bath were outside in the yard and it was just terrible, I wouldn't wish it on anyone. Whenever the River Hull flooded it all came down into our house on Wincolmlee.

“I call it paradise where I live now in the sheltered accommodation at Pickering and Ferens Homes. It's lovely, warm and safe – even if I won the lottery I wouldn't move from where I am, it's just wonderful.

“I wish I'd be able to see what housing looks like in another 90 years from now, I imagine things will be very different and if I could have one wish for people in this city it's that they all have access to a decent standard of living and suitable accommodation. This applies to all ages from children through to those in later life, everybody deserves to live in a decent, affordable home.”

Homes for Britain is campaigning for the next government to come up with a long-term plan to tackle the housing crisis within a year of getting into office. It is being backed by thousands of people up and down the country who have joined forces with organisations from every corner of the housing world.

Many parts of Yorkshire and Humber are in desperate need of regeneration. With almost 28,000 empty properties, Yorkshire and Humber suffers from almost double the proportion of long-term empty homes as the South East. Demand patterns have changed and many have fallen into serious disrepair.

Yorkshire and Humber is not building enough new homes to keep up with demand. Over the next 20 years 369,000 households are expected to form in the region. At current building rates that would leave a shortfall of over 200,000 homes by 2031.

Pickering and Ferens Homes Chief Executive Claire Warren said: “Pickering and Ferens Homes has continued to attempt to address the housing shortage in the region, providing high quality homes for people as their needs change in later life but more funding is needed across the UK as a whole to ensure that decent housing is available for all.”

“This rally is important in addressing the issues which affect us as a housing association, so we felt it necessary to do our part and hold a rally of our own.”

**For more information about this campaign visit:**

**[homesforbritain.org.uk](http://homesforbritain.org.uk) or  
call 0207 067 1185**



# Looking to the future with Claire

**Pickering and Ferens Homes has a clear vision to ensure residents' diverse needs are understood and addressed. We catch up with Claire Warren, Chief Executive, to find out more...**

With huge emphasis placed on tackling loneliness and isolation, as well as promoting health and wellbeing among residents, our Board of Trustees and the Pickering and Ferens Homes team is working closely with residents to make a difference at all levels of the organisation.

Now, after completing the resident profiling work and forging links with various organisations in Hull which offer complimentary services and support, Claire Warren believes the team has an even clearer vision for the coming years.

"Completing the resident profiling was an important milestone for us, it gave all residents the chance to tell Pickering and Ferens Homes what their personal circumstances and views are," Claire said.

"We have now used this data to focus our attention on providing relevant services to benefit all residents and ensure we are meeting their very diverse needs.

"One of the main priorities for 2015 is to focus on initiatives and services which will make the biggest difference and add the most value to residents' lives.

"The resident profiling work demonstrated that tackling loneliness and isolation needs to be a major objective for us.

"We are working on various ways to address this, whether it is through the creation of events, or providing further opportunities for residents to get involved in activities through our community pop-ins.

"Our links with Active Gold and Timebank HER have seen a number of new classes and opportunities arise for residents to take part in and improve their health and wellbeing.

"We encourage any interested residents to take part in these activities available to them."

Another key focus for Pickering and Ferens Homes is value for money.

Claire added: "We pride ourselves on working with residents to ensure that everyone is getting good value for money from our services.

"From the formation of the Resident-led Scrutiny Panel, which has made a positive impact by making recommendations on our policies and procedures, to constantly gathering feedback from all residents, we are always looking at ways to find out how we can continue to improve our services to meet the needs of residents."

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"The resident profiling work demonstrated that tackling loneliness and isolation needs to be a major objective for us."



“This year promises to be an exciting year for Pickering and Ferens Homes and we are looking forward to continuing to work closely with our residents to ensure the decisions that we make are closely linked to their diverse needs.”

Pickering and Ferens Homes is also looking to the future as the three-year development of 94 houses in Hawthorn Avenue and Newbridge Village commences later this year, as well as residents due to move into the Longhill bungalows in Weaver Grove in the coming months.

“Last year was exciting for Pickering and Ferens Homes, with significant developments coming forward allowing us to expand our portfolio and meet the rapidly-increasing demand for purpose-built housing for people in later life,” said Claire.

“These projects are important in addressing the housing shortage, an issue which is not only affecting Hull, but the whole of the UK.

“This year promises to be an exciting year for Pickering and Ferens Homes and we are looking forward to continuing to work closely with our residents to ensure the decisions that we make are closely linked to their diverse needs.”



New homes at Longhill



Working together: Claire Warren and Cllr John Black, on site at Longhill

# Budget Roadshow success & national awards shortlisting

**Our Budget Roadshow, which followed on from the success of the finance workshops held at last year's Residents' Show, was so successful that it has been shortlisted for a national award.**

The roadshow, which has seen excellent levels of participation from residents across all schemes, had been shortlisted for the Outstanding Financial Communication category of the Housing Association National Accountancy Awards (HANA) at the time the magazine went to press.

Not only did this give residents a greater understanding of how the budget is spent, but, as part of the housing association's commitment to involve residents as much as possible, allowed the Finance Team to understand residents' priorities.

As a result, the Finance Team has now submitted its findings to the Board of Trustees ahead of the 2015 budget being set.

Director of Finance and Property, Lish Harris, said: "The response from residents from this roadshow was phenomenal – we gathered some fantastic feedback which has since been passed to the Board of Trustees and presented to the Resident Committee.

"I am delighted that the initiative has been shortlisted for a HANA award, which would be a very prestigious accolade for the team should we be successful.

"It is roadshows like this which can allow us to review the allocation of funds as we continue to focus on what matters most to residents.

"It also gave the opportunity for residents to understand how and why we distribute the budget to certain areas. It is definitely something we want to do again for the 2016 budget."

The roadshows involved residents using poker chips, with each coin representing £50,000, to demonstrate how they would allocate the budget in different areas, represented by pieces of card on the table.

The actual budget spend of each area, such as service costs and community development costs, was on the reverse side of the card and was revealed to residents at the end of the session.

This sparked interesting debate and discussion amongst residents, and the Finance Team was also able to offer an insight into key cost areas of the business that were often not previously understood.

The results proved that actual budget allocation and resident allocation were mostly on par, with exceptions such as major repairs on doors and windows; major repairs on kitchens and bathrooms and spending on community pop-ins, a huge focal point for all residents.

Lish continued: "Going forward, we will now take resident feedback into account when allocating spending in future budgets.

"We hope that each year more and more residents will get involved in the roadshow, as those who did this time were pleasantly surprised by the engaging format of the sessions."

Resident Anthony Hadfield said the roadshow had opened his eyes.

He said: "I know a lot of people were taken aback by the amount of money involved - it really was enlightening and I'm really pleased I went.

"It has given me a greater understanding of how Pickering and Ferens Homes is run."

If you didn't manage to attend any of the Budget Roadshow events, why not register your interest for the next round of sessions later in the year? Simply call (01482) 223783.



Lish Harris running a workshop at The Residents' Show





# Inspirational journey for PFH Trustee

Over the years, Pickering and Ferens Homes has enjoyed the benefit of a great deal of inspiring and charitable Trustees, making a huge difference to the association and our residents.

Now, one of the Trustees, Rosemary Myatt, who joined the Pickering and Ferens Homes Board of Trustees in November 2013, is also making a difference in disadvantaged communities across the globe.

Rosemary, who is a solicitor for social housing provider Incommunities, has recently returned from Nepal, where she built homes and services for underprivileged communities.

After raising more than £7,750 for Reall, Rosemary joined a team of fundraisers to help transform slums into housing to provide local people with proper sanitation and a decent home.

Reall aims to help the world's poorest communities in Asia and Africa to have decent housing and to rebuild homes and support those living in slums. Rosemary said: "Reall helps improve the lives of people living in some of the poorest conditions imaginable.

"I have seen first hand the incredible difference their work makes to people living in slum communities by helping to provide a decent home with access to clean water and sanitation.

"Without decent housing, there is no platform where people can have a safe and secure environment and have the benefits of a healthy life and educational opportunities and development.

"I can say with absolute certainty that this is the best thing I have done for years and one which I would strongly recommend to others."

Prior to travelling to Nepal, Rosemary was heavily involved with fundraising for Reall, including a charity car boot sale in August,

a long distance walk of Hadrian's Wall in September and a fundraising event with Nuffield Health.

She spent the week working on the projects close to Nepal's second largest city, Pokhara, learning new skills, such as bricklaying and plastering, as well as learning the skills which the Nepalese people need for everyday living.

Working on the project with colleague Milena Falciano, Rosemary helped construct four buildings for families in the village.

Rosemary said: "The high point of this challenge is undoubtedly meeting the Nepalese people who appear so happy and have so little. It was a privilege to have been able to go out and provide constructive help to those people.

"I would like to thank Pickering and Ferens Homes, Incommunities and all businesses and individuals that sponsored us for this opportunity."

**It's not too late to donate, you can still sponsor Rosemary online at: [www.justgiving.com/Milena-Rosemary-NepalChallenge](http://www.justgiving.com/Milena-Rosemary-NepalChallenge)**



# The Easter Bunny returns to PFH

Residents are being encouraged to invite their grandchildren to Humber View for a day of Easter fun, giving the children a chance to meet the Easter bunny.

After the success of last year's event, where nearly 30 children converged on Broadway Manor to find out how their grandparents used to celebrate Easter, Pickering and Ferens Homes is holding the event on Wednesday, April 1st to not only give residents a chance to spend a fun-filled afternoon with the children, but also in a bid to tackle loneliness and isolation.

Graham King, scheme manager at Broadway Manor, hopes the event is as successful as it was last year.

He said: "Last year encouraged residents who might not usually get involved with our communal activities take part in something new.

"We were delighted to host a day which not only sees dozens of children visit their grandparents, but also helps to tackle loneliness and isolation, a key focus for Pickering and Ferens Homes."

If you would like to take part in this fun-filled Easter day, please come along and invite your grandchildren to **Humber View, Camilla Close, Victoria Dock, on Wednesday, April 1st, at 2pm**



## PFH on Facebook & Twitter!

Residents and their families are keeping up-to-date with the latest news from Pickering and Ferens Homes on a daily basis thanks to our Facebook and Twitter profiles.

Our Social Media activity has seen a real surge in recent months, with updates being posted every day and residents responding to us too.

IT Manager Damien Blackburn said: "Since promoting our Facebook and Twitter pages, we have seen a significant rise in people following us.

"Even if a resident doesn't have internet access, their family members can like the Facebook page or Follow us on Twitter and find out all the latest news and events happening here at Pickering and Ferens Homes."

"We hope more and more people continue to follow us on Facebook or Twitter to find out everything that is happening at Pickering and Ferens Homes this year."

To keep up to date with Pickering and Ferens Homes, search for Pickering and Ferens Homes on Facebook, or search @pfh\_hull on Twitter.

## Trustees announcement coming soon

New Trustees are set to be announced soon after Pickering and Ferens Homes advertised for two new Resident Trustees and two new Trustees with finance and asset management experience to join its dynamic Board.

Pickering and Ferens Homes appealed for residents to put their names forward throughout January and February, with the final decision made over May.

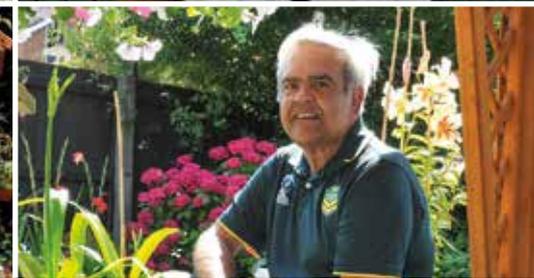
Claire Warren, Pickering and Ferens Homes Chief Executive, said: "The Resident Trustee roles provide an excellent opportunity for our residents to be at the heart of our decision making.

"We value the opinions of all of our residents, and we have always found

that electing Resident Trustees is the best way to ensure we work in ways which address the needs of residents.

"The Resident Trustees will be ambassadors for the organisation, engaging with other residents to represent their views on our Board."

There will be an article regarding the new Trustees in the next issue, with a profile on each one, as well as their aims and ambitions for Pickering and Ferens Homes.



**Green-fingered residents are being encouraged to start gardening ahead of the Pickering and Ferens Homes In Bloom competition 2015.**

Year on year, judges have been blown away by the abilities of the In Bloom contestants, with many gardens considered to be among the best in East Yorkshire.

With dozens of people putting their gardens, allotments and containers forward for consideration last year, Pickering and Ferens Homes is looking for more residents to enter this year to ensure In Bloom 2015 is the biggest and best yet.

Last year's garden joint winner Maureen Moore, has won the Best Garden category for two years running.

She said she entered the competition as she enjoys all the aspects of gardening.

She said: "I enjoyed entering the competition because gardening is something I love doing.

"I always picked the flowers I thought looked best and would make my garden look fantastic.

"Gardening is a great hobby to involve yourself in and I was delighted to have won the competition over the years."

To enter, simply fill in this form, tick which categories you would like to enter below and return it to:

Pickering and Ferens Homes, Silvester House, The Maltings, Silvester Street, Hull, HU1 3HA, no later than June 24th. The judging for the competition will take place on July 8th and 9th.

**Gardening Workshop**

A gardening workshop teaching Pickering and Ferens Homes residents the essentials in gardening will be held in April.

The workshop, which is being held exclusively for Pickering and Ferens Homes residents, will teach residents the most important factors of gardening, as well as giving them top tips to stay ahead of the competition for this year's Pickering and Ferens Homes In Bloom 2015.

EMS Chief Executive Jan Boyd said: "Growing a garden is a fantastic way of keeping fit and staying active, as well as being an interesting hobby.

"We encourage all residents to come and join us in these valuable classes."

**Environmental Management & Solutions (EMS) will be holding the workshop at The Freedom Centre on Thursday, April 14th at 11am.**

**To register an interest in being part of this free workshop, please call (01482) 223783.**

**Pickering and Ferens Homes in Bloom 2015**

NAME:.....

ADDRESS:.....

TELEPHONE NUMBER:.....

Best garden  Best vegetable plot/greenhouse

Best hanging basket  Best window box/container

**Handy gardening tips**

- Flowers such as poppies and sweet peas can be introduced into your garden for vibrancy. They are easy to sow into the soil and provides colour to your garden
- Remember to prune! Pruning increases vigour, improves shape and keeps plants healthy
- Soil type is important when growing fruits and vegetables. Always check which soil is right before planting!



# Resident-Led Scrutiny Panel calls out for members

The chair of one of our key resident panels is encouraging others to get involved in improving the services Pickering and Ferens Homes offers.

Ann Eggleston, who is the newly-appointed chair of the Resident-Led Scrutiny Panel, is urging residents to enrol onto the panel, which currently has seven members.

The Resident-led Scrutiny Panel has been an important aspect of Pickering and Ferens Homes' work since it was established and, since formation, the group has reviewed two key areas of Pickering and Ferens Homes and put forward recommendations to the Board of Trustees.

"This panel has made a real difference since we started it, but we need more members to give us alternate opinions and new ideas on the areas we focus on," Ann said.

"As it stands, the highest level of members we have had was eight - with some people leaving due to other commitments - but if we can get 12 residents involved it would really improve the panel and its recommendations.

"We would be delighted to welcome any new members to the panel who will give us extra scope on the topics we review."

The panel has been tasked with two key focus areas so far, with a third topic currently under review. The topics under review are aimed at certain areas which affect residents most.

By focusing on these areas, the panel provides the housing association with a resident's point of view aimed at improving Pickering and Ferens Homes' operations with the residents in mind.

After reviewing the first area, Properties Accepted on First Offer, the panel made seven recommendations, with all recommendations completed by Pickering and Ferens Homes.

After putting forward three review recommendations on the second review area, Urgent Repairs Completed on Time, Pickering and Ferens Homes has also now completed all recommendations.

Ann said: "I joined the panel because it was a good opportunity to mix with other residents and talk about something interesting which affects us all.

"I love the challenges the panel brings and the nature of the areas we review are really interesting - I'd encourage anyone to take part and have their say on matters which affect us all.

"The sharing of ideas and opinions has made being part of the panel a very enjoyable experience and we would love for more people to get involved."

Housing Manager (East) Katie Burton has been directly involved with the Scrutiny Panel since its inception.

She said: "I've been working closely with the scrutiny panel since its inception over two years ago. Each member brings his or her own insight and makes an active contribution to the group.

"The panel's work has been very important in helping us to identify aspects of our services which need attention and also helps us to see things from the resident's perspective.

"It's been a real pleasure to work with them and although it's been a learning curve for all of us, it's been highly rewarding. We're always on the look-out for new members - the panel can have up to 12 members."

**If you are interested in being part of the Resident-led Scrutiny Panel, please call Katie Burton on (01482) 223783.**



Ann Eggleston, Chair of the Resident-Led Scrutiny Panel



Ian Jackson, panel member



Pat Stevens, panel member



John Holliday, panel member



Mike Foster, panel member



Rob Hunt, panel member



Carol Middleton, Tenant Participation Advisory Service



Katie Burton, PFH staff representative Housing Manager (East)

“I love the challenges the panel brings and the nature of the areas we review are really interesting – I’d encourage anyone to take part and have their say on matters which affect us all!”

# Annual report prize draw winners

Three lucky winners have been announced after the Annual Report 2014 prize draw was drawn.

Mrs Phillips from East Hull won the top prize of £125, with Mrs Stathers of East Hull and Mrs Hensby of North Hull winning the runner-up prizes of £25 each.

Congratulations to the winners and thank you to everyone who entered.



## Polite Reminder to Residents

Pickering and Ferens Homes staff are keen to support residents in solving any problems that they encounter and we are keen to work in partnership with our residents.

Residents can always expect our

staff to be polite and helpful and we ask that residents work with us in the same way.

We always aim to work as positively as possible with residents to ensure the best levels of customer service.



## Competition Winner

Pickering and Ferens Homes is delighted to announce that John Holliday, who lives at The Broadway, was the winner of our Ferens Art Gallery prize with lunch in the café, which was the prize in the last edition of People First.

John spent the day looking around the latest Ferens Art Gallery Open Exhibiton, featuring some of Hull's best amateur and professional artists.

**Well done, John!**



## WIN a trip to The Deep - 1 x family pass

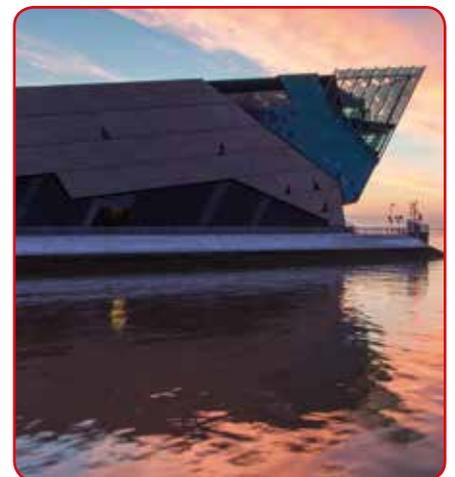
The Deep is one of the UK's most spectacular aquariums, with over 3500 fish, stunning marine life and plenty of activities for all the family.

If you haven't been to see the penguins in the Kingdom of Ice there yet, then you're in for a real treat. Gentoo penguins can grow up to 80cm in height and are the third largest species of penguin. They are the fastest swimming penguins and can reach amazing speeds of 36kph and are able to dive down to 170 metres.

In this issue of People First, we are giving one lucky reader the chance to win a family ticket worth £34.72 which would be ideal for taking family and grandchildren along on the trip! Alternatively, the ticket can be exchanged for a single ticket or two adult tickets.

Entries should be sent to: Pickering and Ferens Homes, The Maltings, Silvester House, Silvester Street, Hull, HU1 3HA

**Closing date April 24th 2015.**



# People FIRST

We can provide this information on audio tape, large print or Braille and in minority languages. For more information please contact Pickering and Ferens Homes on (01482) 223783. [www.pfh.org.uk](http://www.pfh.org.uk)