

Calling all fashionistas!

Pickering and Ferens Homes is delighted to be working in association with HullBID Fashion Week for the first time this year.

The week-long series of events will take place from Monday, April 29th to Saturday, May 4th and we are working closely with HullBID on developing a day full of events for the over-60s.

The event will be called "We Love Wednesdays" and will consist of an action packed day in Hull city centre on Wednesday, May 1st, aimed at involving the over-60s in fashion-related events.

Hull BID is at the heart of many of the events that have attracted thousands of visitors into the city centre in recent years. Hull BID's vision is to make Hull city centre a fashion destination of choice.

We would like to invite residents, and indeed their friends and contacts over the age of 60, into Pickering and Ferens Homes on Thursday March 28th at 2pm to take part in a working group session. This will be your opportunity to have your say on the types of activities you would like to see developed as part of HullBID Fashion Week, and to find out more about how you can take part.

The Fashion Fest Finale event takes place on Saturday, May 4th at Hull Paragon Interchange for the first time, so our session will also be an opportunity to find out more about that as well.

If you would like to register for the working group, please call Kelly Taylor at our Marketing and PR agency, Mercury, on (01482) 782287 or call our office on (01482) 223783.



Built in 1851, the Mercure Royal hotel is one of Hull's most famous and historically significant Victorian structures.

Pickering and Ferens Homes is delighted to have teamed up with the Ferensway-based hotel, in Hull city centre, to bring residents this competition.

The hotel is offering two lucky residents the chance to win a traditional Afternoon Tea including a pot of tea, a variety of sandwiches and scones with jam and cream.

To be in with a chance of winning, simply write to us and tell us about any memories you have of the hotel in years gone by: Pickering and Ferens Homes, Silvester House, The Maltings, Silvester Street, Hull, HU1 3HA.

Win Afternoon Tea for two at the Mercure Royal

PeopleFirst

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

The magazine for the residents of Pickering and Ferens Homes

PeopleFirst

Issue No. 14

The magazine for the residents of Pickering and Ferens Homes



Introducing our new Chief Executive

Claire Warren shares her aspirations for the future

£2.4m development almost complete

Major repairs and painting programme announced

Read all about our walking group

We have joined Twitter and Facebook

Swim yourself healthy

WIN Afternoon Tea for two at the Mercure Royal

Resident dusts off his dancing shoes for charity

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Hello, I'm Claire Warren and I'm delighted to be writing my first piece as Chief Executive for the new, revamped People First magazine, our publication aimed at keeping residents and key stakeholders up-to-speed with what's happening within our busy organisation.

It's a real honour for me to join such a vibrant, friendly organisation and I have been made so welcome by my colleagues and the residents I have met so far. These first few weeks and months will be about me getting to grips with where the organisation is now and assessing where the Board wants it to be in the future. I am committed to putting a robust, and indeed exciting, business plan in place for the future and, importantly, taking residents on that journey with us.

Catch up with the Chief Executive...

This edition of the magazine is packed with some of real "feel good" stories that I hope will leave residents inspired to get involved in new activities that can really benefit them both physically and mentally. We have also included a short survey at the back of the magazine to gather feedback from residents about how you would like to be communicated with going forward. This is an important area that we will be looking at to ensure we continue to enjoy positive and regular communication with residents.

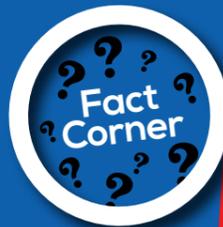
I am really looking forward to getting out and about to meet everyone, and if you have any feedback or ideas in the meantime please don't hesitate to bring them to me.

In the next issue of the magazine, we will be featuring our two newly appointed Trustees, Kath Lavery and Vanessa Walker, who we believe will be a real asset to the board.

Best wishes *Claire*

Wondering what it's all about? Sign up for our workshop!

Pickering and Ferens Homes is inviting residents, and indeed their own friends and contacts from outside the organisation, to book a place on our Social Networking for Beginners workshop on **Thursday, April 4th**. The session will start at 1pm and will run for an hour in our boardroom, facilitated by Kelly Taylor from our marketing and PR company, Mercury. To book a place, call Kelly on (01482) 782287 or you can ring our office on (01482) 223783.



Paying our respects to Joan and Frances

It is with great sadness that we report Joan Claxton, a resident of Barrington Avenue, sadly passed away in December.

Mrs Claxton dedicated much of her time to Pickering and Ferens Homes' various resident groups, including committee meetings and editorial meetings for People First.

She was very enthusiastic about being involved with the organisation's ongoing development and will be missed very much by her friends and the staff at Pickering and Ferens Homes.

We are very sad to report that Frances Brady, who was a resident at Sherwood Court, Bilton, has sadly passed away.

Frances was a prominent local politician, housing was her great interest and she devoted many years of service raising the issue of poor housing conditions in the city.

Frances served for many years on Hull City Council's Housing Committee, which she chaired during a period of much change in the early 80s.

Frances chaired the Pickering Homes and the Ferens Homes as Independent Charitable Trusts prior to their merger and registration in the mid 1990s.

18 years running the Pop-in



Maureen Green (L) and Maureen Gawthorpe (R)

After almost two decades at the helm, the two Maureens from the Pop-in at The Broadway will be stepping down.

Chairwoman Maureen Gawthorpe and Treasurer Maureen Green are both retiring from their posts after 18 years on the committee.

Maureen Gawthorpe said: "We have had some great times and some fun times and we will miss being involved so heavily.

"We have had so much help across the time we have been here and I am sad to be leaving but it does feel like the right time.

"I will miss it so much but we will be staying around, we will keep using the facilities we just won't be involved in the management of it.

"The best bit for me has always been the people of Pickering and Ferens Homes, they are brilliant and have really got involved and I hope appreciated what we have been trying to do."

The Pop-in service has been delivered from the Broadway Pavillion and has included bingo nights, dominoes clubs, a snooker club and parties for Easter, Valentine's Day, Christmas and Halloween among others.

The two ladies have also been responsible for arranging monthly bus trips to take residents on day trips and weekends away.

Maureen Green said: "It is sad to think we are leaving but it really feels like the right thing to do. We wouldn't have been able to do what we have without the support of so many people.

"It was tough at first with having little or no money but we have always pushed and driven things to try and build a service which was enjoyed by and available to everyone."

Follow us on Twitter, Like us on Facebook!

Pickering and Ferens Homes is taking its digital communication to a whole new level. We know our website is visited regularly by both residents and others interested in our organisation.

5,419 people have visited www.pfh.org.uk in the last 12 months, between them they viewed our pages 30,462 times!

That's why we have taken our online communication one step further and entered the world of social networking. Twitter and Facebook are the most popular social networking sites and now Pickering and Ferens Homes can be found with the following usernames on those sites:



PFH_Hull



Pickering and Ferens Homes

Our new Chief Executive, Claire Warren, will be tweeting and updating Facebook on the move, so residents and key stakeholders can find out what she is up to on a daily basis.

Introducing our new Chief Executive



We are a housing association steeped in more than 100 years worth of history.

Our newly-appointed chief executive, Claire Warren is expected to breathe new life into Pickering and Ferens Homes and our housing stock of 1,250 properties, after former Director of 18 years Roger Elliot has handed over the baton to her

The former chief executive of West North West Homes Leeds and Leeds ALMO's shared services Business Centre has a housing career spanning 23 years and her experience includes running large council housing companies with annual turnovers of £48m at their peak, a challenge she has relished for ten years.

Hailing from Dunnington, in York, Claire sees the move to Pickering and Ferens Homes as an opportunity to build on the organisation's success to date and ensure it is "future proof" for any challenges ahead. Claire's vision is for our services to do far more than simply provide housing for the over-60s, she wants the services we provide to enhance health and well-being for residents in their older age.

She plans to work closely with local government to support its plans for older people into the future too.

With a proven track record, including some of the highest national scores for tenant involvement and excellence in equality work during her time in Leeds, Claire has high aspirations for Pickering and Ferens Homes.

"I am incredibly excited about what the future holds," said the mother-of-two, who is a fellow of the Chartered Institute of Housing. "I am very keen as part of my new role to raise the profile of older people in Hull and what their needs are.

"It's an organisation with so much potential and what really attracted me to Pickering and Ferens Homes is the fact that it's a very successful, small organisation which is very well thought of.

"I want to build on the past and take the organisation forward into the future, ensuring it is fit for new challenges and indeed new opportunities. I will be looking at ways we can enhance existing services and develop new ones in the most cost effective way.

"Listening, learning and adapting services where necessary will be key."



"Listening, learning and adapting services where necessary will be key."

Claire Warren, Pickering and Ferens Homes' Chief Executive, on site at The Jacobs Homes development in Askew Avenue, west Hull

Claire believes there is a huge amount of goodwill amongst residents at Pickering and Ferens Homes.

"The residents I have spoken to so far have been telling me how privileged they feel to live in one of our properties," added Claire.

"This is something I really want to build on further, whilst also recognising the changing profile of residents we need to be looking at who our residents of tomorrow are and how we continue to deliver services and communicate with them effectively."

Claire's appointment follows an exciting 12 months at Pickering and Ferens Homes, which saw two new eco-developments completed including 10 bungalows at Rokeby Mews and 20 houses and bungalows at Junella Fields, both in west Hull. Meanwhile, 20 bungalows at The Jacobs Homes development, in Askew Avenue, west Hull, are also nearing completion.

"I am incredibly excited about what the future holds."

Residents and staff taking part in our walking group



Top tips for keeping fit

The British Heart Foundation advises building up to a total of 150 minutes of moderate intensity aerobic activity each week. Activity of this nature should make you feel warmer, breathe harder and make your heart beat faster than usual. But, you should still be able to have a conversation.

Here are a few top tips to help you get started.

1. Small changes add up

Try starting off with a couple of ten minute sessions of activity throughout the day, rather than trying to do too much in one go.

2. Remember the positives

You'll soon feel the benefits when you become more active. You'll feel fitter, have more energy, be more relaxed and have more confidence.

3. Keep it real

Set yourself realistic goals such as walking 30 minutes every day or learn how to swim.

4. Make a diary date

Plan a time to do some physical activity that fits in with the rest of your day and try keeping a diary to help monitor your progress and success.

5. Keep on your toes

Remember, everyday activities count, so look out for opportunities to be active during the day such as using the stairs instead of the escalators, walking to the local shop rather than taking the car and doing some stretches when watching TV.

6. Have fun

Choose activities that you enjoy to help you achieve your goals and keep you motivated. Why not give ballroom dancing, tennis, trampolining, yoga or pilates a try?

7. Get a friend

Involve friends and family to make activities more sociable. Go jogging with a friend, take grandchildren swimming or join an exercise class.

8. Mix it up

Make a list of enjoyable activities, such as dancing and yoga, and place them in a jar. Pick a different activity to do each week so you don't get bored.

9. Use reminders

Prompt yourself to be more physically active by keeping reminders around the house. Put Post-it notes on the fridge door or by the kettle, or your walking shoes near your front door.

10. Check your progress

Use a pedometer to count your steps to show you how well you're doing. Walking is an ideal activity as it's free and easy to do anywhere.

11. Reward yourself

Recognise when you achieve your goals. Think of things that you could reward yourself with, like a copy of your favourite magazine, a new pair of trainers or a massage.

Dedicated residents put their best foot forward

Residents are putting their best feet forward to lead a walking group in training for a sponsored walk across the Humber Bridge.

Many members of the group, couldn't even walk to the end of their street and back when they first started out and are now walking five miles or more each week. The group will walk across the Humber Bridge to raise money for The British Heart Foundation (BHF) later in the year.

The group was set up nine months ago and meets every Thursday at Pickering and Ferens Homes' Humber View sheltered housing scheme, on Victoria Dock, and sometimes walks as far as to the ports on Hedon Road, east Hull, and back.

Lillian Taylor, 83, and Margaret Nevitt, 85, are just two members of the thriving walking group who have their sights firmly set on preparing for the sponsored walk.

Mrs Taylor, who lives at Humber View, said: "I enjoy it, I'm a walker and I walk everywhere, from where I live into town and beyond that. The group has increased the number of miles we walk from one to five miles a week since we started out."

However, Lillian says the group's activities are about much more than simply physical exercise. "It's also about getting out and about and staying active in old age," she added. "We even push some of the residents that are in wheelchairs, it just gets them out." Staying active and social in later years is very important, and the Humber View walkers group is perfect for this.

Meanwhile, Mrs Nevitt, who lives at Pickering and Ferens Homes' Broadway Manor sheltered housing scheme, off Holderness Road, said: "I'm a country girl, so I'm used to walking everywhere. I really enjoy being part of the group. They are all good company and it's good exercise for me. We have a cup of tea and a chat when we finish off too." Lesley Craker, Pickering and Ferens Homes' Community Liaison Officer, helped establish the group and says the benefits it has had for residents are incredible. "The walking group is just going from strength to strength," she said.

"The difference it has made to residents' levels of fitness is unbelievable. It also gets them out into the fresh air and socialising with each other too. All the walkers taking part in the Humber Bridge walk later in the year have got a real goal in sight now and I don't think any of them are going to let anything stand in their way of achieving it and raising money for such a worthwhile cause."

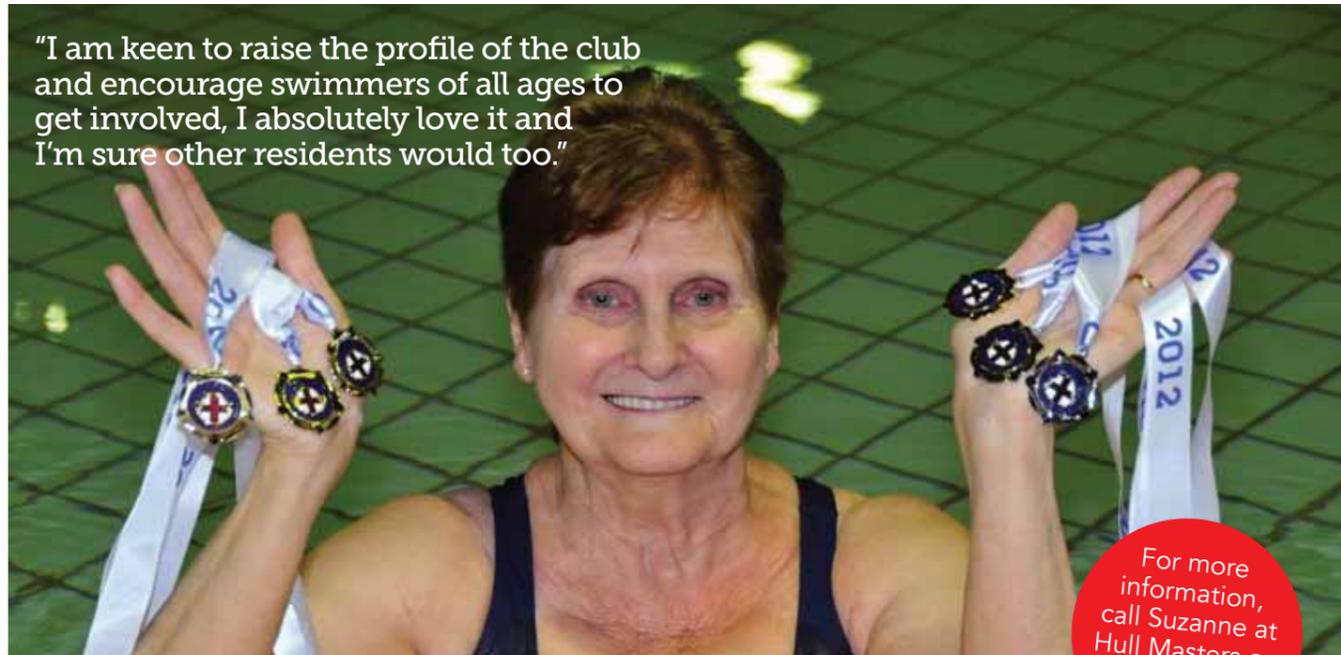
Sharon Oakley, BHF Fundraising Manager for Hull, said: "We'd like to thank Pickering and Ferens Homes, Lillian and Margaret for bringing people together to raise funds for the nation's heart charity in this way. Walking is the perfect way for people of all ages and abilities to strengthen their hearts and get fitter – it's also a lot of fun. I hope people across Hull will support the group's efforts through sponsorship."

Anyone who wants to join or sponsor the group for the Humber Bridge walk can do so by calling Lesley Craker on (01482) 223783.

Hull Masters training sessions

Mondays: 9pm to 10pm at Ennerdale Leisure Centre
 Tuesdays: 8.30pm to 9.30pm at Beverley Road Baths
 Thursdays: 8.15pm to 9.15pm at East Hull Baths
 Saturdays: 8.30am to 9.30am at East Hull Baths

"I am keen to raise the profile of the club and encourage swimmers of all ages to get involved, I absolutely love it and I'm sure other residents would too."



For more information, call Suzanne at Hull Masters on (01482) 655189

Swim yourself healthy with Betty

A Pickering and Ferens Homes resident who has been swimming since she was just nine-years-old is encouraging others to take up the sport and enjoy its health benefits.

Betty Grayson, of Sherwood Court, Bilton, took up swimming again when she was 53 after a long break from the sport. Now in its 25th year, Hull Masters Swimming Club, which Betty is part of, is encouraging new members to come forward.

It was a trip to East Hull Baths with her two grandsons on a Sunday morning that inspired her to take up swimming again after she spotted a leaflet advertising the Hull Masters swimming club.

"At the beginning I could only do a couple of different strokes but now that I have been training I have mastered the art of a range of different styles," said Betty, who is now 77 and still competes in a range of competitions and galas across Yorkshire, everywhere from Sheffield to Scarborough, throughout the year.

Betty has won an array of medals and trophies over the years including events for Breaststroke and IM, otherwise known as Individual Medley which is a swim using all four strokes in the following order: Butterfly, Backstroke, Breaststroke and Crawl. Betty recalls her biggest achievement was for a charity event when she swam 200 lengths.

"A year after joining Hull Masters, I was ready to compete in competitions and then I won my first medal a year after that. I train twice a week with Hull Masters and I find it a great way to keep fit and meet friends too," she said. "Five or six years ago, I actually swam for Yorkshire but now I concentrate on Hull Masters. "I am keen to raise the profile of the club and encourage swimmers of all ages to get involved, I absolutely love it and I'm sure other residents would too."

Hull Masters is a club for anyone who would like to improve their swimming to competition level, and caters for ages 18 to 80 plus. Anyone interested in joining Hull Masters Swimming Club can pop into one of the training sessions listed above for a chat with the coach and a free trial swim.

(L) Amanda Ashburner, (M) Ian Jackson, (R) Linda Wilson



Ian dusts off his dancing shoes for charity

When the Hull Daily Mail printed a story appealing for men to come forward for a local charity's answer to Strictly Come Dancing, Pickering and Ferens Homes resident Ian Jackson didn't give the opportunity a second thought.

Dove House Hospice's Strictly Learn To Dance competition has seen ten couples take to the dance floor to raise money for the charity, which is based in Chamberlain Road, east Hull, and cares for people with life-limiting illnesses.

Mr Jackson, aged 69, is a resident of Pickering and Ferens Homes – a charity for the over-60s which has more than 1,200 properties across the region – and he has really taken his fundraising efforts to heart.

He has teamed up with dance partner Linda Wilson, to compete against nine other couples in a bid to win the competition and raise money for the hospice, which does not charge for any of its services.

Training for Strictly Learn to Dance – which is being supported by Nuffield Health in Kingston Park, Hull city centre, and Batten-Bettison and Cooper School Of Dance – started in January and will last for nine weeks. All the hard work will culminate in a finale show at the Hull City Hall, in Queen Victoria Square, Hull city centre, on March 22 at 7.30pm.

The dancers will go before a panel of three judges who will decide which couple should be crowned the Fred and Ginger of Hull.

The rigorous training sessions take place for two hours each week, so Mr Jackson has made quite a commitment to the initiative. Indeed, he already commits much of his time to Pickering and Ferens Homes' residents committees and forums as well.

Part of Mr Jackson's commitment to Dove House Hospice includes selling 15 tickets to the finale to his family and friends, any tickets left over will be opened up to the general public.

"Dove House Hospice is such a worthwhile cause," said Mr Jackson. "When I saw the article in the Mail I felt inspired to get involved and I really haven't looked back since.

"I haven't danced before in my life, well not to this extent anyway, and now my dance partner and I are practising the Quick Step and the Rumba in time for the finale event in the hope that we raise lots of money and have a good time in the process."

Anyone from Hull and the East Riding can be referred to Dove House Hospice for specialist care, which is given through a day therapy unit, as well as the in-patient unit with 20 beds, social work teams, and an education department.

The service survives mainly on voluntary funding from businesses and communities and more than £4.7 million is required every year to maintain and develop its special care services.

Amanda Ashburner, fundraising coordinator at Dove House Hospice, said: "After 10 weeks of gruelling training, anticipation and nerves, the grand finale is an evening of dancing, bright lights and lots of dazzling costumes. Our contestants have dedicated so much time and effort in these leading weeks, the finale will be an evening they will be proud to perform at. In previous years the support of friends and family has been phenomenal from ticket sales to cheering the loudest on the evening. Along with the dance competition, we also have dance acts and live music to really create a great evening of entertainment."

Tickets are on sale now, they are available online at www.dovehouse.org.uk or at Dove House Hospice reception. Tickets cost £10 and all profits raised contribute directly to the running costs of the hospice.

If you would like to sponsor Mr Jackson, please call Pickering and Ferens Homes on (01482) 22378

Our planned major repairs and painting programme for 2013/14

We are pleased to be able to inform residents of our planned major repairs and painting programme for the next financial year, following on from it being approved by the Board of Trustees.

The following major repairs schedule is in place, as well as all the ad-hoc major repairs we carry out throughout the year and the work we do around meeting energy efficiency requirements and the Disabled Discrimination Act (DDA).

Scheme - External painting work
Ada Holmes Circle (Numbers 1 to 12)
Ashwell Avenue / Hemswell Avenue
Barrington Avenue / Florence Nightingale Court / Cottingham Road
The Broadway / Royale Court / Majestic Court / Bowling Circle
Broadway Cottages
Westgarth Avenue / Endike Lane / Beautiman Court / Moy Court
Coxwold Grove / Norton Grove / Seaton Grove
Summergroves Way / Hesse Road / Walnut Tree Way / Forester Way
Scheme - Internal painting work
Broadway Manor - Communal Areas
Endike / Westgarth - Pop-in
Humber View - Communal Areas
Christopher Pickering Lodge - Communal Areas

Scheme	Proposed Major Repair Works
Priory Road / Arden Court / Easby Court	Central Heating Systems
Icelandic Close	Central Heating Systems
Icelandic Close	Focal Point Fires
Icelandic Close	Sheds
Westgarth Avenue / Moy Court / Beautiman Court / Part of Endike Lane	Kitchens
Bush Close / Forester Way	Paving
Ferens Haven	Paving
Green Close	Sheds
Summergroves Way / Walnut Tree Way/ Hesse Road / Part of Forester Way	Kitchens
Wheatfield Close	Central Heating Systems
Rustenburg Street / Steynburg Street	Central Heating Systems
General	Ad-Hoc Major Repairs
General	Energy Efficiency Measures
General	DDA Audit Requirements

How would you like us to communicate with you?

Pickering and Ferens Homes is keen to gain a greater understanding of how residents would like to be communicated with when it comes to updates about the association and services we provide.

Please take the time to complete the short questionnaire below and return it to our Freepost address at: Pickering and Ferens Homes, Silvester House, The Maltings, Silvester Street, Hull, HU1 3HA.

- If you have a mobile phone, would you like some updates to be sent by text message? Yes No
 - Would you like to receive any updates by e-mail? Yes No
 - Would you be prepared to check our website www.pfh.org.uk for some updates? Yes No
 - Would you use Twitter or Facebook to see updates about Pickering and Ferens Homes? Yes No
 - Do you find our residents' magazine, People First, an interesting read? Yes No
 - How often would you like to receive People First magazine? Quarterly (the same as it is currently) More regularly than we send it now Less regularly than we send it now
 - How would you like to receive the magazine in future? In the post (the same as it is currently) On an email as a link you can view on the internet On the website
 - Would you be interested in taking part in training on how to use a computer and the internet? Yes No
- Comments.....

£2.4m development set to be handed over

Construction work on The Jacobs Homes development is expected to be completed by the end of March and we anticipate residents will move in throughout April.

The £2.4m eco development of the former Charles and Esther Jacobs Homes properties, in Askew Avenue, west Hull was designed by Hull-based architects Gammond Evans Crichton and also built by Hull-based construction firm Hobson and Porter.

Comprising of 20 two bedroomed energy efficient bungalows, all the properties will face on to a central village green with private parking and enclosed front and rear gardens.

The energy-efficient properties are being fitted with high levels of thermal insulation to floors, walls and roofs. They will also have triple-glazed windows and water butts to collect rainwater in.

The development programme was started after Pickering and Ferens Homes amalgamated with Charles and Esther Jacobs Homes in September 2008. The charity contemplated renovating the properties but took a decision to demolish and rebuild after discovering a number of buildings on the site were suffering from subsidence and all required extensive refurbishment throughout.

Claire Warren, Chief Executive of Pickering and Ferens Homes, said: "The development is looking fantastic, I really enjoyed a recent visit to site to get to grips with the work we have undertaken there."

"The residents moving in will benefit from contemporary living conditions in a really peaceful location whilst still enjoying plenty of facilities nearby. Best of all, the environmentally friendly measures we have put in place in the design of these properties will ensure they stand the test of time."

"We are currently planning a celebration event on site, which will take place slightly later in the year so the development can be officially opened."

