



## Banararama!

Staff at the Island Gardens housing centre went bananas for Fairtrade and took part in the world's biggest banana-eating event.



### Our mission:

EastendHomes will provide a local housing service which is efficient, gives value for money and meets the needs, priorities and aspirations of all residents.

### Our vision:

To achieve the comprehensive regeneration of our estates and to bring about a sustained improvement in the homes and quality of life for residents.

### Our core values:

The core values which support, inform and guide our work at all levels in the organisation are:

**We value and support** resident involvement

**We recognise and value** the commitment and hard work by our staff

**We always strive to provide** the best possible service

**We welcome and support** diversity and we are committed to equality

**We want to improve and succeed** in all aspects of our work

## In this issue...



### Doing the Hokey Pokey Archives from the Island Trust



### Weeding Out Problems You said - we did!



### Lettings Policy It's based on choice

Fairtrade • Recycling • Trees for Cities  
Lettings Policy • Estate Advice Surgeries • Noticeboard



## Going Bananas

The staff at our Island Gardens Housing Centre joined thousands of people across the country who went bananas for Fairtrade on the 6th and 7th March by taking part in the world's biggest banana-eating event. Jual Uddin organised the event for EastendHomes and Fairtrade chocolates, tea, coffee, bananas and biscuits were all available for residents to sample. Fairtrade bananas were launched in 1994 and now one in four bananas sold in the UK is Fairtrade. Farmers receive a minimum price for the production of bananas – double what they used to receive.

*“For us to earn a living, we need people to buy Fairtrade fruit. I hope that people begin to see that they can make a real difference to thousands of people by making a simple decision when they shop.”*

Marcella Harris, Banana Farmer, Windward Islands.



## Doing the Hokey Pokey



This is a photograph of Mr George Robinson, with his dog, outside his stall in East Ferry Road, next to the Dockland Settlement, about 1950. Mr Robinson lived with his wife and family at 150 East Ferry Road. They moved there in 1921 when the house was new.

Due to unemployment, George and his wife made hokey-pokey, a sort of ice-cream, at home; he then loaded a barrow and walked the streets to sell it. Robbo, as he was known, became a familiar figure around the Island with his cry “Hokey-Pokey” and the ice-cream was very popular especially with local children.

During the winter the barrow would be loaded with baked potatoes and hot soup for sale. Eventually he took over a stall, which was really a small wooden hut. Here he enlarged his stock to include confectionery, cigarettes, groceries and general goods. He retired in the 1950s.

**Photograph copyright Island History Collection.**

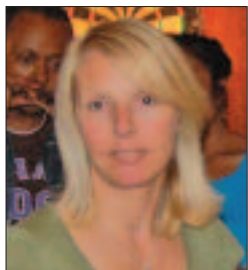
You can visit the Island History Trust at 197 East Ferry Road, E14 3BA. It is open on Tuesdays and Wednesdays from 1.30pm to 4.30pm.





## Leasehold Manager steps...

### Down Under



Anne Maslowicz, our Leasehold Services Manager has left EastendHomes for a new life in Australia.

Something that you probably didn't know about Anne is that she is good at sport and in her sporting career Anne has collected over 60 trophies. She has played semi-pro football for a ladies team in Tortona, Italy and was offered a soccer scholarship in America. She turned down the offer to stay in London. Anne is a qualified FA coach and referee. Through her sporting career Anne has also coached for the FA and has helped develop players who went on to play for the England ladies team. Anne has also played for the Welsh ladies football team at senior international level.

Anne has moved to Newcastle in Australia, a two hour drive north of Sydney on the coast. The area is famous for its surfing. Anne will have the opportunity to continue with her passion for sport and she has already coached and played football on previous visits to Oz.

Anne will be opening her own business - a chiropody practice. We wish Anne the very best of luck and health for the future.

## Gas Boilers – Keep Safe

EastendHomes is committed to the health and well-being of all its residents and has a legal responsibility when it comes to gas safety. Our gas servicing contractors have managed to check and service 99.54% of all our properties. With your help we are striving to achieve a 100% success rate. We would like to remind all of our residents that gas appliances should be re-checked for safety every year. Please make sure that you help us to keep you safe by making an appointment when we contact you and give us 24 hours' notice if you wish to cancel.

The safety of all of our residents is important to us and we will apply to the Courts to gain access where requests for access are refused or ignored. We can offer you appointments that are convenient to you including in the evening and at weekends.

If you are a leaseholder or you rent a property from a leaseholder, EastendHomes can arrange for your gas appliances to be serviced for a reasonable charge. Phone Janice Chance in our Technical Services on **020 8880 7835** to make an appointment.



## You said, we did Weeding out problems

In the review of estate services, residents highlighted that weed killing was an area they felt EastendHomes could improve on. In response, EastendHomes has purchased the latest in weed spraying technology. The new piece of equipment is a Mankar ultra low volume lance. The device has been used in Holland and Germany for over 20 years but has only been available in this country for 18 months.

The lance uses 50% less pesticide than a conventional knapsack sprayer which makes it more cost effective and better for the environment. The lance only weighs 3 kilos as opposed to the conventional sprayer which weighs over 20 kilos so it is also less tiring for the operator. It also requires fewer refills which means that the operator can cover a much larger area in a day.

EastendHomes hopes to improve the service so watch this space and your estates!!!



"Adam ready for action armed with his Mankar lance weed remover"



## Choice-based Lettings Policy

**EastendHomes is a full partner of Tower Hamlets Common Housing Register Lettings Policy which is choice based. We do not maintain an independent waiting list but work closely with Tower Hamlets Council and other Resident Social Landlords in the borough and we share a single common housing list and lettings policy. Along with our partners, EastendHomes advertise all available empty properties weekly in Eastend Life to enable applicants to exercise choice and 'bid' for any accommodation they consider suitable.**

Tower Hamlets Homes on behalf of the Council retain responsibility for maintaining and processing the Single Housing Register, therefore to make an application for housing you should contact Tower Hamlets Lettings Customer Service Team at:

Jack Dash House, 2 Lawn House Close, London E14 9YQ

**Phone 020 7364 5000**

### Housing Options

There are many alternative ways of moving home. Housing Options is the gateway to all affordable housing in London. If you are unable to afford to buy your own home or rent a good quality home on the open market, then the Housing Options service may be able to help you. It has been designed so that anyone looking for an affordable home in London will

only need to fill in one application form to gain access to all the different Housing Associations.

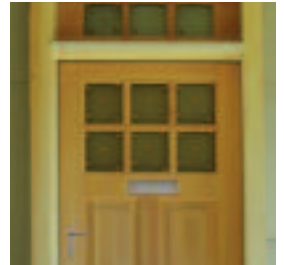
Here you will find all the homes that are available to buy through New Build HomeBuy (formerly known as shared ownership), a 'part buy, part rent' opportunity and other affordable housing schemes.

As soon as you fill in an application form, you can view all the available, affordable homes across London. Once you have filled in your application form outlining your favourite searches, HomeBuy will send you weekly updates on homes that match your needs. HomeBuy update the site daily.

There are two HomeBuy Agents in London, Metropolitan Home Ownership and Tower Homes.

For further details and to apply visit [www.housingoptions.co.uk](http://www.housingoptions.co.uk) or call

**0845 230 8099**



### Overcrowding reduction strategy – how it works

- Our goal is to make sure that every family experiencing overcrowding and registered on the waiting list will receive one offer of accommodation of the correct bedroom size to meet their needs.
- Offers of accommodation will be allocated strictly to those tenants who have waited the longest. Medical recommendations by the Council's Health Advisor will be taken into consideration.
- If an offer is unreasonably refused you will no longer qualify for an offer of housing under the overcrowding strategy. This will NOT affect the status of your Common Housing Register transfer application and you will remain eligible for an offer of accommodation in this way.
- Tenants in rent arrears will not normally be considered for an offer of accommodation under this new scheme.
- Three families will be invited to view each property at the same time. The family with the highest priority will be given first refusal. If they refuse it is offered to family number two and so on.
- We will continue to consult tenants annually to ensure that all overcrowded families newly registered for a transfer have the opportunity to be included in this scheme.

Since the scheme has been introduced 12 families have received and accepted offers of suitable accommodation. Some of these families had been waiting to move for more than 20 years.

To find out more contact the Lettings Team on **020 8880 7817** or **020 8880 7836**





## Homeswapper

All tenants have the right to carry out a mutual exchange (swapping their home with another tenant) as long as the exchange is into a property that meets their needs according to the age, health and size of their household.

This scheme has over 100,000 tenants from over 300 Housing Associations from across the UK looking to swap their home. This service is FREE for EastendHomes tenants as we have agreed to pay the annual fee.

Don't worry if you don't have access to a "PC" we can register your details for you. For more information contact our Lettings Team on **020 880 7817** or **020 8880 7836**

Tenants can also advertise their home in the East End Life newspaper. Tenants should contact the paper directly on **020 7364 5000** or email [eastendlife.news@towerhamlets.gov.uk](mailto:eastendlife.news@towerhamlets.gov.uk)



## Seaside & Country Homes

If you are interested in registering for the Seaside and Country Homes scheme you (or your partner) must be at least 60 years of age and live in social rented housing in Greater London. The scheme offers opportunities to move to bungalows and flats

throughout the south of England and Midlands.

Application forms and applicant notes for the scheme can be obtained by calling **08450 21 20 20** or call our Lettings Team on **020 8880 7817** or **020 8880 7836**.

## Sheltered Housing

Sheltered housing is a block of self-contained flats specially designed for older people. It provides convenient and comfortable independent accommodation in a safe and neighbourly setting.

You must be on the Housing List before you can be considered for an offer of Sheltered accommodation. EastendHomes will ask a Client Support Officer to visit you at home to discuss your application and to decide if a Sheltered housing would meet your requirements.

## Flats for the over 50s and 60s

Over 50s and 60s flats have facilities which are designed to meet the needs of an older person and the block is exclusively for older residents. You must be on the housing list before you can be considered. For further information contact our Lettings Team on **020 8890 7817**





## Estate Advice Surgeries

Advice surgeries are now held regularly at our Housing Centres. Phone to make an appointment.

If you are unable to make one of our daytime appointments, we are now able to offer early morning or early evening home visits.

Please note that Lettings surgeries will be held fortnightly from June 2009.

Rents

**020 8880 7811**

Leasehold Services

**020 7517 4711**

Lettings

**020 8880 7817**

### Mile End 020 8880 7055

**Mile End Housing Centre, 38 Wager Street, London E3 4JE**

- **Rents Service** – every Wednesday 10am to 12 noon and 2pm to 4pm
- **Right to Buy and Leasehold Service Charges** – 1st Tuesday of each month 2pm to 4.30pm
- **Lettings Service** – 3rd Friday of each month 10am to 4pm (surgeries held at The Centre Maher Building, Merchant Street, London, E3 4PZ)

### St George's 020 7702 9186

**St George's Housing Centre, Shearsmith House, Hindmarsh Close, London E1 8HT**

- **Rents Service** – every Tuesday 2pm to 4pm
- **Right to Buy and Leasehold Service Charges** – 3rd Friday of each month 2pm to 4.30pm
- **Lettings Service** – 2nd Tuesday of each month 10am to 4pm

### Glamis 020 7791 7947

**Glamis Housing Centre, Roslin House, Brodlove Lane, London E1W 3EL**

- **Rents Service** – every Tuesday 10am to 12 noon
- **Right to Buy and Leasehold Service Charges** – 3rd Friday of each month 2pm to 4.30pm
- **Lettings Service** – 2nd Tuesday of each month 10am to 4pm

### Holland 020 7456 6700

**Holland Housing Centre, 35 Commercial Street, London E1 6BD**

- **Rents Service** – every Thursday - 10am to 12 noon and 2pm to 4.30pm
- **Right to Buy and Leasehold Service Charges** – 4th Tuesday of each month 2pm to 4.30pm
- **Lettings Service** – 4th Thursday of each month 10am to 4pm

### Island Gardens 020 7538 2340

**Island Gardens Housing Centre, 137 Manchester Road, London E14 3DN**

- **Rents Service** – every Wednesday 10am to 12 noon and 2pm to 4pm
- **Right to Buy and Leasehold Service Charges** – 2nd Monday of each month 2pm to 4.30pm
- **Lettings Service** – 1st Monday of each month 10am to 4pm

ESTATE ADVICE SURGERY

COME  
ON  
IN!



7

# Recycling

Recycling is on the increase which is great news as this helps to reduce the rubbish that ends up in landfill sites which produces gases that contribute to global warming.

## What happens to the items you recycle?

- Newspapers and magazines are recycled into 100% recycled print.
- Cardboard and mixed paper are recycled into cardboard packaging.
- Glass is crushed down to use as block paving sand.
- Plastic bottles are recycled into various products such as land drainage pipes, fleece clothing and car upholstery.
- Steel cans and aerosols are recycled into a range of steel products such as fridges and bike parts.
- Aluminium cans and aerosols are recycled back into new drinks cans.

Residents can recycle even more of their household rubbish by taking items to the Council's Reuse and Recycling Centre, Northumberland Wharf, Yabsley Street, London E14

## Opening times

Monday to Friday 8am to 8pm  
Saturday and Sunday 9am to 6pm  
Bank Holidays 9am to 4.30pm (closed Christmas Day)



## Just some of the items that can be recycled at Northumberland Wharf

- Car/Household batteries
- Used engine oil
- Scrap metal
- Garden Waste
- Paint
- Gas bottles
- Fridges, cookers, washing machines
- Flourescent tubes
- Shoes
- Furniture
- Wood and timber
- Textiles & clothing

For more information call the Council on **020 7364 5004** or see their website [www.towerhamlets.gov.uk](http://www.towerhamlets.gov.uk)

# Community Centre Opens

The new community centre ('The Centre') opened at the British Street on the 6th March 2009. The Centre presents a real opportunity for us to improve facilities for the community. Bernie Cameron chair of the Mile End Board said that *"Improvements to the buildings is only part of the story..... it's also important that we invest in supporting the community and 'The Centre' allows us to do this. We have a number of events and activities already planned with residents coming forward all the time with new ideas for the young and elderly alike"*



Left to right: Board Member Councillor **Motin Uz-Zaman**, **Bernie Cameron**, Chair of the Mile End Board and the Mayor of Tower Hamlets Councillor **Muhammed Abdullah Salique**.





## The Whitechapel Art Gallery is REBORN

Over the past 18 months EastendHomes has been involved in a unique collaboration with the Whitechapel Art Gallery. The gallery occupied two former empty shop units in Toynbee Street, E1 and involved the local community in community art projects and local events. See the beautifully renovated and transformed galleries, stunning exhibitions, artist commissions, collection displays, historic archives, explore the education resources, and join an inspiring art course. The newly expanded Gallery is open all year round, so there will always be something free to see.

Whitechapel Gallery, 77-82 Whitechapel High Street  
London E1 7QX • 020 7522 7888  
info@whitechapelgallery.org • Aldgate East Tube



Admission free.  
Opening times: Gallery  
Tuesday–Sunday,  
11am–6pm,  
Thursday, 11am–9pm  
Friday music 7pm–11pm



## Stop Smoking

**BE HERE TO SEE HIM GROW UP. STOP SMOKING**

To get help with stopping smoking, call our Health Hotline on **020 7364 5016** visit [www.thpct.nhs.uk/smokefree](http://www.thpct.nhs.uk/smokefree) or call the Bangladeshi Drug Tobacco Project on **020 7882 8660**

**SMOKEFREE**

**Tower Hamlets Primary Care Trust (PCT) has launched a new drive to raise awareness of the significant health risks associated with smoking, and to direct residents to the free support available to help stop smoking for good.**

With 37% of residents smoking, the prevalence in Tower Hamlets is significantly greater than the national average of 24%. In particular, Bangladeshi men have very high rates of smoking and tobacco use - around 60% of all Bangladeshi men in Tower Hamlets smoke. That's why this campaign seeks to target this group specifically, providing the information and support needed to stop.

Jill Goddard, tobacco control lead at Tower Hamlets PCT, comments: "Stopping smoking is one of the greatest single steps you can take to not only improve your own health, but also that of your family. If your family breathes in your second hand smoke almost every

organ in their bodies could be suffering damage. Breathing second hand smoke increases a non-smoker's risk of lung cancer by 24% and heart disease by 25%. The whole family will benefit and be proud of you when you give up smoking, so set a good example today – the benefits of stopping smoking start from day one."

There are a variety of free services available to help residents stop smoking.

All GPs offer stop smoking services, as do some pharmacists, and there many other services available. The Bangladeshi Stop Tobacco Project (BSTP) provides culturally sensitive support as well as nicotine replacement and advice. Please call 020 7882 8660 to talk to a Bengali speaking advisor.

To find out more, call the Tower Hamlets Health Hotline on **020 7364 5016** or visit [www.thpct.nhs.uk/smokefree](http://www.thpct.nhs.uk/smokefree)





# Trees for Cities

Trees for Cities' Million Trees Campaign was launched in June 2002 to make London a healthier, greener, and more pleasant city to live in. Tree coverage across the capital is on the up and in the 2007/08 planting season 36,700 new trees were planted across the capital bringing lasting benefits to local residents. The Million Trees campaign aims to plant a million more trees in the city by the start of the 2012 Olympic and Paralympic Games.

Eastend Homes have been working with Trees for Cities at the Manchester Estate, on the Isle of Dogs. Residents were consulted on the location of new community gardens with new trees, benches and planted beds. The area around Salford House and Urmston House was chosen and on the 28th March a community day was held and residents were invited to help with the planting of the new trees.



*Local children help with the planting*







# Noticeboard

## Residents' Survey

win a  
**£75**  
voucher

As part of our commitment to listening to the views of our residents EastendHomes will be carrying out a survey to find out how satisfied you are with the services we provide.

This important information will be used to help improve our services in the future. The surveys will be delivered shortly with a closing date for forms to be returned of 30 April. All residents who return a completed form will be entered into a prize draw to win a £75 shopping voucher.

## Rents Quarterly Prize Draw

Congratulations go to **Mr Salaah** of Hatton House who was randomly selected as the winner of our quarterly prize draw for tenants who have maintained a clear or credit balance on their rent account. Mr Salaah has received £50 in shopping vouchers.

## Value for Money

EastendHomes' gardener, Adam, has been on a training course to learn how to service the horticultural maintenance equipment the team uses, including mowers and strimmers. This means for a couple of hundred pounds in training fees, EastendHomes is saving over a thousand pounds in servicing costs every year. Not only is the work cheaper but we know it is done well and there is less down time.

Watch this space as we tell you about other money saving ideas we introduce. Better still. Tell us your money saving ideas.

**We will give a £50 voucher for every idea we introduce.**

Send your ideas to  
[editor@eastendhomes.net](mailto:editor@eastendhomes.net)



## Mystery Shopping

We are still looking for volunteers to become mystery shoppers. This involves contacting our offices by telephone, email and letter so that we can check the quality of the answers staff are giving to our residents. Mystery shopping helps us to provide a better service to residents and **trained mystery shoppers will receive a £50 shopping voucher.** If you would like to find out more please contact Peter Griffiths, the Resident Adviser on 020 7456 6718.

## Recent Court Proceedings

EastendHomes recently obtained its first leaseholder forfeiture order for non-payment of service charges at Clerkenwell County Court. Possession of the property will be granted within 28 days unless the leaseholder pays all outstanding arrears and EastendHomes' costs within 28 days of the court order. Failure to do so will mean that an application for eviction can be made and EastendHomes would regain ownership and vacant possession of the property. The leaseholder would lose all interest in the property but would continue to be liable for any mortgage outstanding.

## Competition winners

Those who will receive a copy of  
**The Isle of Dogs - The 20th Century** are

- Mrs P Kimber, Cable Street, E1
- C. Demant, Hatton House, E1
- Mrs M Hughes, Empire Wharf Road, E14
- James Wo, Wentworth Dwellings, E1
- Christine Millen, Hesperus Crescent, E14







# Top ten target time

## How are we doing?

### THE TOP TEN TARGETS CHOSEN BY RESIDENTS



No	Performance Indicator	2007/8 Performance	2008/9 Target	April to June 2008	April to Sept 2008	April to Dec 2008
1	Voids Turnaround Times	25 days	24 days	↑ 21 days	↑ 21 days	↑ 19 days
<b>New lettings</b>						
2	New tenant satisfaction with condition of home	53%	85%	↑ 72%	↑ 57%	↑ 55%
<b>Repairs</b>						
3	Repairs completion in target overall	93%	95%	↑ 94%	93%	↑ 94%
4	Appointments kept	92%	95%	↓ 91%	↑ 92%	↑ 94%
5	Repairs satisfaction	93%	95%	↑ 94%	Not available	↓ 91%
<b>Rents</b>						
6	Rents satisfaction with help if in arrears	Not available	80%	———— (monitored annually) ————		
<b>Anti-social behaviour</b>						
7	ASB satisfaction with outcome	Not available	80%	100%	90%	88%
<b>Gas servicing</b>						
8	Properties with valid CP12	99%	100%	↑ 99.2%	↑ 99.5%	99%
<b>Estate cleaning</b>						
9	As above for external areas	Not available	95%	92%	98%	93%
<b>Complaints</b>						
10	Satisfaction with case outcome	Not available	80%	Not available	17%	17%

↑ = Improved on 2007/08 performance

↓ = Not as good as 2007/08 performance



## At your service

[www.eastendhomes.net](http://www.eastendhomes.net)

### Contacts

You can now contact us by Text Phone 07961 941584

#### EastendHomes Head Office

Tayside House, 1st Floor,  
31 Pepper Street, London E14 9RP  
Phone: 020 7517 4700

#### Island Gardens Housing Centre

137 Manchester Road,  
Isle of Dogs, London E14 3DN  
Phone: 020 7538 2340

#### Mile End Community Housing Centre

38 Wager Street,  
London E3 4JE  
Phone: 020 8880 7055

#### St George's Housing Centre

Shearsmith House,  
Hindmarsh Close, London E1 8HT  
Phone: 020 7481 4110  
Phone: 020 7702 9186  
(12-2pm)

#### EastendHomes Housing Centre (Commercial St)

35-39 Commercial Street,  
London E1 6BD  
Phone: 020 7456 6700

#### Glamis Housing Centre

Roslin House, Brodlove Lane,  
London E1 9EL  
Phone: 020 7791 7947

#### Out of Hours Emergency Repairs

**0800 376 1637**

#### Rents

**020 8880 7811**

#### Right to Buy and Leasehold Services

**020 7517 4727** or  
**020 7517 4713**

## Other languages and formats that this newsletter is available in

If you ask, we can provide copies of this newsletter in a range of languages and formats, including:

- in languages such as Bengali and Somali;
- in Braille;
- in large print;
- on audio tape.

To ask for a different format, please contact your local housing centre.

