



Friday 30 July

Consultation on Catalyst joining Peabody

We are seeking your views on a proposal for Catalyst to join Peabody Group.

We believe by joining together we'll be able to invest more in homes, communities, technology, and people, allowing us to go further and faster with our plans to improve the services you receive from us. As a larger organisation, we'll continue to offer value for money, but we'll retain our local focus with a regional structure and local teams. Customers will continue to be at the front and centre of everything we do, and we're committed to creating and designing services together with you.

If agreed, Catalyst will join Peabody as a subsidiary in spring 2022. Eventually, Catalyst and Peabody will seek to combine to form one organisation, although we would consult with you again before this happens.

The proposals will not change your tenancy or lease or your rights as a Catalyst customer.

- The way we set your rent will remain the same and is based on a formula set by the government
- The way we set service charges will remain the same and is based on actual costs of providing the services

Our Board would like to hear from you to help them decide whether to go ahead and will fully consider the feedback from this consultation before they make their decision.

We have set out some more detailed information overleaf, including some frequently asked questions.

Have your say

Your views are important to us, and we want to know what you think of our proposal to join Peabody. You can let us know your comments, questions, or any concerns in several different ways:

- Complete the reply form included with this letter and send it back, for free, in the envelope provided
- Email us at consultation@chg.org.uk
- Phone us on 0300 500 6262 if you live in the Counties and on 0300 456 2099 for London
- Come along to one of our online consultation events, find out more and register at thegarden.chg.org.uk

We will reply to any questions you ask and publish a summary of the results of the consultation in our customer magazine and on our website after the consultation has closed.

Catalyst Housing Ltd

Ealing Gateway, 26-30 Uxbridge Road, London W5 2AU
t: 0300 456 2099 **DX:** Ealing 5109 **w:** chg.org.uk **e:** contactcatalyst@chg.org.uk



The consultation will close on 17 September, so please make sure you tell us your views before this date.

Yours sincerely

Sarah Thomas
Chief Operating Officer

Catalyst Housing Ltd

Ealing Gateway, 26-30 Uxbridge Road, London W5 2AU
t: 0300 456 2099 **DX:** Ealing 5109 **w:** chg.org.uk **e:** contactcatalyst@chg.org.uk

Registered office: 26-30 Uxbridge Road, London W5 2AU. Registered in England and Wales. Registered Provider of Social Housing, no. L0699.
A charitable housing association - Registered no.16561R. Authorised and Regulated by the Financial Conduct Authority.



Customer consultation on proposals to join Peabody Group - Have your say

Benefits of joining Peabody

We believe that Catalyst and Peabody will be able to go further and faster together. We will:

- Be local and connected with our customers and communities
- Invest and innovate in service delivery, homes, technology, and people
- Influence national and local government on the policies that matter most to customers

We'll be a locally focused organisation, better connected with the communities we serve. Through our local mobile teams, we'll be there for you when you need us most. We'll also invest more in digital self-service options to give you more choice, convenience, and control about how you communicate with us and receive your services.

Because we'll have a greater concentration of homes, we'll have a greater focus and presence in many communities. Our combined community foundations will reach more people with £11 million investment each year.

As a larger organisation, we will share our resources, be more efficient, and continue to offer value for money to you. Our combined financial capacity and expertise will mean that we can build more affordable homes and places with a focus on safety, quality, and energy efficiency.

These are our medium to long-term goals. We also expect some shorter-term benefits for customers in both services and broader opportunities that being part of a larger housing group with a strong local focus will bring.

Frequently asked questions

Who is Peabody?

Peabody is one of the leading housing associations in London and the South East, owning and managing over 67,000 homes. You can find out more about them on their website www.peabody.org.uk.

Why am I being asked about this?

We will always consult you on matters that affect you and this is in line with regulation. We want to know what you think about our plans. We are committed to listening to customers and working with you to shape the services you receive from us.

Our Board will thoroughly consider all your feedback before making their decision.

Will my rent and service charges be affected?

No. Rent and service charges will continue to be reviewed each year in the same way as they are now.

Will it affect repairs and maintenance to my property?

Catalyst Housing Ltd

Ealing Gateway, 26-30 Uxbridge Road, London W5 2AU
t: 0300 456 2099 **DX:** Ealing 5109 **w:** chg.org.uk **e:** contactcatalyst@chg.org.uk



If we go ahead, the repairs we are responsible for will continue to be carried out in the same way as they are now. We will continue to invest in our repairs service to make it simpler and easier for you to get repairs done. Catalyst and Peabody are based in many of the same areas. So in the long-term, we will consider how we can build on each other's strengths in delivering local repairs and maintenance services to our customers in the most efficient way.

Will I lose the 'Right to Buy' my property?

Only certain tenants have the right to buy their homes. All tenants who currently have that right will continue to have it.

Will the security of my tenancy change in any way?

No, these will not be affected – the terms of your current tenancy agreement will remain the same, and Catalyst will still be your landlord

I live in a shared ownership property – how will this affect me?

You will not be affected – the terms of your shared ownership lease and your statutory rights will remain the same, and Catalyst will still be your landlord.

I am a leaseholder – how will this affect me?

You will not be affected – the terms of your lease and your statutory rights will remain the same. Catalyst will still be the head leaseholder or freeholder.

As part of a larger organisation, will you lose the local and personal touch?

No. As part of our plans, we will keep our regional structure, so we don't lose our local focus. We know it's important to you, and it's important to us too. With more homes in many of our neighbourhoods, we will be more connected with our customers and communities.

What are the costs of joining Peabody?

The move will involve some employee time and external advisors' costs. However, none of these costs will be passed on to customers. We are confident that any costs will be offset quickly by the benefits. Then, in the medium to long term, we will be able to improve services and invest more in homes, technology, and people.

Are there any disadvantages?

If we go ahead, Catalyst will join Peabody as a subsidiary from spring 2022. Eventually, the two organisations intend to combine, although we would consult with you again before this happens. We know that customers may be sorry to see the loss of Catalyst's independence. However, we consider the proposal is in the best interests of Catalyst and its customers.

Will there be any changes to the Catalyst team because of this change?

If we join together with Peabody, there will be a single executive team to oversee the new organisation, but the people you contact on a day-to-day basis will not be directly affected.

Catalyst Housing Ltd

Ealing Gateway, 26-30 Uxbridge Road, London W5 2AU
t: 0300 456 2099 **DX:** Ealing 5109 **w:** chg.org.uk **e:** contactcatalyst@chg.org.uk



Ian McDermott, Catalyst's Chief Executive, will be the Chief Executive of the new organisation and will join Peabody on an interim basis from 1 October 2021. Sarah Thomas will be Catalyst's interim Chief Executive until we join the Peabody Group.

How will Peabody be governed?

If we go ahead, there will be a new Board to oversee the new organisation. The Chair of the new Board will be Lord Bob Kerslake, the Chair of Peabody, and the Vice-Chair will be Ravi Rajagopal, Catalyst's Chair. The new Board will ensure that we are working together to achieve the benefits we have set out above.

Who monitors the activity of Peabody?

The Regulator of Social Housing regulates both Catalyst and Peabody, which will continue to be the case if we join together.

Catalyst Housing Ltd

Ealing Gateway, 26-30 Uxbridge Road, London W5 2AU
t: 0300 456 2099 **DX:** Ealing 5109 **w:** chg.org.uk **e:** contactcatalyst@chg.org.uk



Reply form

Have Your Say – Catalyst joining Peabody

Name:

Address:

Email:

Telephone:

You can use this form to tell us your views on joining Peabody Group. We will share a summary of responses from customers with our Board, and they will take this into account when they decide whether to go ahead with the proposal.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Please return in the envelope provided by 17 September 2021