



## **An update on the Catalyst and Peabody merger**

In July last year, we wrote to you to let you know that we were proposing a merger with housing association Peabody, and invited your feedback via letter, through our digital platforms and in virtual meetings.

In September, the Catalyst Board and Peabody Board met separately to consider all the feedback we received and, in doing so, agreed that the merger would go ahead.

Since we updated you about this in our October issue of the Catalyst magazine, we have been granted the necessary consent from our lenders and shareholders and all details of the merger have now been agreed.

So from 1 April 2022, Catalyst will join the Peabody Group as a subsidiary, meaning that we will be working together to provide services to over 104,000 homes and 220,000 customers across London, Kent, Sussex and the Home Counties.

### **What will you see differently as our customer?**

As an existing Catalyst customer you will notice little difference from 1 April 2022, with no effect on the day-to-day services you receive. You will continue to hear from Catalyst and will speak to Catalyst colleagues when you call our contact centre or communicate with us via email. As always you, our customers, remain our top priority.

Maintaining good services, continuing investment in existing homes and ensuring that people have visible and accessible local contacts are vital. Customers continue to be at the heart of our organisation and we are absolutely committed to investing in our communities. As you know, we've recently introduced our new approach to working with you to make our services more local and more accessible and our Neighbourhood Customer Specialists will continue to get to know you and your neighbourhoods.

Over the next few months, Catalyst will gradually merge fully to form a single housing association in 2023, which will be called Peabody. We'll be rolling out our new neighbourhood services approach across the whole of Peabody, enabling more of our colleagues to be customer facing while looking after smaller geographical areas. By joining together, we'll go further and faster with our plans to improve our services and invest in our homes and communities.

We'll continue to keep you updated on the progress of the merger and how you will benefit and later this year, we'll be consulting with you again to hear your views and feedback before making the final commitment to go ahead and become a single organisation.

### **Find out more**

You can find out more on all the latest merger news on the residents news section of our website, or by subscribing to our monthly email newsletter at [chg.org.uk/emails](http://chg.org.uk/emails)

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You can also read the FAQs gathered during customer consultation at [thegarden.chg.org.uk/catalyst-peabody-customer-consultation](http://thegarden.chg.org.uk/catalyst-peabody-customer-consultation)

Yours sincerely,

**Kirsty Pepper**  
Executive Director Customer Services

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