

Dear Resident

Consultation on Rosebery and Town and Country Housing joining together

**We are seeking your views on a proposal to merge
Rosebery Housing Association and Town and Country
Housing Association (TCH).**

When Peabody merged with Catalyst in April 2022, Rosebery and TCH became operating subsidiaries of the new Peabody Group.

Rosebery and TCH are both community-based organisations with strong local roots, we operate across neighbouring areas and we share our strategic goals.

During the summer, we have been looking at how we might bring our two organisations closer together to create a stronger south-east regional presence that would benefit you, our residents. We believe this would enable us to further invest and innovate in service delivery, homes, technology and people, while remaining locally focused and well connected to our communities. By joining together, we can learn from each other's ways of working and provide even more opportunities to involve residents in designing and delivering services in the future.

Subject to all necessary consultation and consents, our Board is proposing to transfer all of Rosebery's homes and operations to TCH in Spring 2023.

These proposals mean that you will become a tenant of TCH but there will be no change to your tenancy conditions or lease, or your rights.

- The way we set your rent will remain the same and is based on government guidelines;
- The way we set service charges will remain the same and is based on the actual costs of providing the services.

Our Board would like to hear from you to help them decide whether to go ahead with this merger. They will consider all of the feedback from this consultation in detail before they make their decision.

We have set out some more detailed information in this letter, including some Frequently Asked Questions.

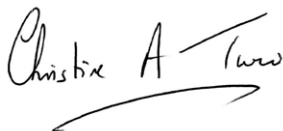
Have your say

We want to hear what you think about the proposed merger. This letter provides some more information on the proposal and explains the benefits. You can let us know your views, ask questions, or raise any concerns in the following ways:

- Complete the reply form included with this letter and send it back, for free, in the envelope provided
- Call us on **01372 814 000**
- Email us at **merger@rosebery.org.uk**
- Chat to us through Live Chat on our website: **www.rosebery.org.uk**
- Message us through your *My Rosebery* account:
<https://www.rosebery.org.uk/my-rosebery-login/>

We will reply to your questions and publish a summary of the results on our website after the consultation closes on **Wednesday 30 November 2022**, so please make sure you let us have your comments before this date.

Yours sincerely,

A handwritten signature in black ink that reads "Christine A. Turner". The signature is written in a cursive style with a long horizontal flourish underneath the name.

Christine Turner
Chair, Rosebery Housing Association

Resident consultation on proposals for Rosebery Housing Association and Town and Country Housing (TCH) to merge.

Have your say

We are seeking your views on a potential merger between Rosebery and TCH. If the proposals do go ahead, Rosebery will transfer its homes and operations to TCH in 2023.

Background

Following the merger between Peabody and Catalyst on 1 April 2022, Rosebery and TCH are now operating subsidiaries of the new Peabody Group.

TCH currently has 10,000 homes, spread across 15 local authority areas in Kent and Sussex. With Rosebery's strong presence in Surrey and West Sussex, we think our two organisations will fit well together, while maintaining our local focus.

Benefits of joining together

Joining Rosebery and TCH together is an opportunity to create a stronger south-east regional presence within Peabody. This means 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 you, our customers.

We believe we will be able to provide even more opportunities to involve residents in how services are delivered. We'll also be able to continue to invest in our existing homes and estates in a sustainable way.

The new structure would support us to continue providing a locally focused service to our residents. Joining together with TCH will provide opportunities for us to learn from each other's ways of working and to further improve services for all our residents.

Frequently Asked Questions

Q1: Why am I being asked about this?

We will always consult you, our residents, 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 you and working with you to shape the services you receive from us.

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

Q2: Why are we pursuing this merger?

We want to create a stronger, regional organisation in the south-east of England that's fit for the future. We believe this merger could bring significant benefits for you, including helping us to invest in our existing homes and neighbourhoods, delivering good value for money and providing much needed affordable homes. Culturally, Rosebery and TCH have much in common, we are both values-driven organisations with complementary skills and experience.

Q3: What is Town and Country Housing?

TCH is a housing association based in Tunbridge Wells, Kent, with 10,000 homes, spread across 15 local authority areas in Kent and Sussex. It is a not-for-profit registered provider of social housing and is part of the Peabody Group. You can find out more about TCH on their website www.tchg.org.uk/

Q4: Will this change my relationship with my landlord?

No. All our residents will keep their existing rights, responsibilities and tenancy agreements. However, with the proposed transfer of Rosebery assets and operations, TCH will become your landlord.

Q5: Will I still see Rosebery staff and the Rosebery brand?

Yes, certainly. Although TCH will become your landlord when the transfer takes place, elements of the Rosebery brand will continue. Our teams will continue to work from a local office, delivering services and support and carrying out repairs as usual.

Q6: Will my rent and service charges be affected?

No, your rent and service charges will continue to be reviewed each year in the same way that they are now.

Q7: Will this affect repairs and maintenance to my property?

If the merger goes ahead, the repairs we are responsible for will continue to be carried out for you in the same way as they are now.

Q8: Will I lose the 'Right to Buy' my property?

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

Q9: Will the security of my tenancy change in any way?

No, this will not be affected – your rights and the other terms of your current tenancy agreement will remain the same.

Q10: 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.

Q11: 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.

Q12: In becoming part of a larger organisation will Rosebery lose its local and personal touch?

No. We will ensure that we don't lose our local focus, which is very much how we have always worked. We know it's important to you and it's essential to us too. We will keep a local office and our teams will continue to deliver services from there as they do currently.

Q13: What are the costs of merging these two organisations?

The merger will involve some employee time and external advisors' costs, however none of these costs will be passed on to you. We are confident that the costs will be offset quickly by the benefits of the merger.

Q14: What will the new organisation be called?

Rosebery will become part of TCH, but our intention is to retain our distinctive local identity.

Q15: Are there any disadvantages to the merger?

None that we have identified, we believe the proposal is in the best interests of Rosebery and you, our residents. Some residents may be concerned about the growth in the size of their landlord. However, we are confident that our proposals will enable us to maintain our local focus and strong connection with our resident community.

Q16: How will the new organisation be governed?

The two Boards will become one Board and the two Executive teams will be integrated into one. TCH is part of the governance structure of the Peabody Group. For example, members of the TCH Board participate in the governance of the Peabody Group, with the Chair of TCH on the Peabody Trust Board and other members on Group committees. The newly merged organisation will have responsibility for all of TCH's and Rosebery's customers and operations across their combined regions.

Q17: How will residents be involved and engaged in the proposed changes?

We will continue to engage and communicate with you, as this proposal develops. This consultation exercise offers you the opportunity to feed in your initial views on the proposed merger.

It is very important that you take this opportunity to respond so that we can take your views into account, so do please let us have your feedback on this.

Q18: Who monitors the activities of TCH?

TCH, like Rosebery, is a subsidiary of the Peabody Group which is regulated by the Regulator of Social Housing.

ROSEBERY
HOUSING ASSOCIATION



Rosebery Housing Association
3rd Floor, Newplan House
41 East Street
Epsom
Surrey KT17 1BL

Telephone: 01372 814 000
Freephone: 0800 068 7664
Text: 07736 592260
Email: customerexperience@rosebery.org.uk
www.rosebery.org.uk

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