

# The Link



A MESSAGE FROM

# SUSAN FARIDI

CHIEF EXECUTIVE



Dear Tenants,

Happy New Year and welcome to the first edition of Link Magazine for 2025! I hope you had a joyful and restful holiday season. As we step into a new year, I want to thank you for being part of the Eldon Housing community and to take a moment to reflect on the many highlights and achievements we've shared over the past few months.

I'm pleased to announce the appointment of two new Board Members, Kathleen Boyle, and Asif Patel. Both Kathleen and Asif are keen to visit our sites in the coming months to get to know Eldon better, and I know they are looking forward to meeting many of you. On the staff side, we were delighted to welcome Forida Rahman as our new Tenants Activities and Engagement Officer. Forida has hit the ground running, working with tenants and staff to develop a dynamic and engaging program of activities designed to strengthen health, well-being, and community connection.

I'm also delighted to share that tenant satisfaction has improved following our recent Tenant Satisfaction Measures Survey. This is a testament to the dedication of our staff and the invaluable contributions of our Tenant Panel. We remain committed to continuous improvement and to

making Eldon Housing a place where everyone feels supported, valued, and heard.

As always, I encourage you to get involved, whether by joining the Tenant Panel, participating in activities, or simply sharing your thoughts with us. Together, we can make this year one of connection, collaboration, and progress for everyone in the Eldon community. We'd also love your feedback on Link Magazine. If you have ideas for future editions, please share them with us to help improve the publication.

Wishing you a happy, healthy, and fulfilling 2025.

Warm regards.

SUSAN FARIDI  
CHIEF EXECUTIVE

## NEW BOARD MEMBERS

Last autumn, we conducted a recruitment campaign for two new board members. We are pleased to welcome Kathleen Boyle and Asif Patel as our newest board members.

### KATHLEEN BOYLE

Kathleen has held various roles in social care, supported housing, and community development. Her positions have included Head of Housing Management and Support at the National Housing Federation, Director of New Business for Look Ahead Housing and Support, and Board Member of Housing 21. Most recently, she served as Deputy National Leader of L'Arche, a learning disability charity providing housing, care, and day services. Additionally, she volunteers for two homeless charities.



### ASIF PATEL

Asif trained and qualified with Arthur Andersen as a Chartered Accountant in 2001. Since then he has worked in the banking sector in various positions in Internal Audit and Compliance in both the UK and Switzerland. Asif is currently the Global Head of Market Conduct Surveillance at UBS AG. Asif also holds a number of external mandates at the Institute of Chartered Accountants in England & Wales and the John Whitgift Foundation, a large charity in South London.



# CHRISTMAS AT ELDON!

December was a month full of festive cheer across our schemes, with a variety of joyful gatherings and activities bringing everyone together. From the photos, you'll see that Christmas at Eldon was a magical celebration featuring delicious food, lively music, and stunning decorations. No matter how you spent the festive season, we hope it was a time for relaxation, celebration, and creating special memories with your loved ones.

## LINGFIELD LODGE



## WESTDENE



## LINDSAY COURT



## FELLOWS COURT



## BARDSLEY COURT



# SCHEME LIFE

## LINGFIELD LODGE ACTIVITIES

Lingfield Lodge has been buzzing with activity over the past few months, hosting a variety of exciting events. Highlights included a lively Karaoke Night, a fun-filled Games Night, and a heartfelt Macmillan Coffee Morning, which raised an impressive £141.28! Residents were also treated to a wonderful performance by the Silver Lining Ukulele Band, who brought energy and joy with their fantastic show.

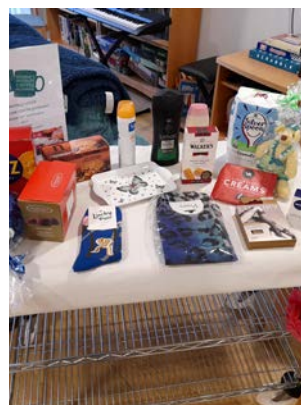
### KARAOKE



### GAMES AFTERNOON



### MACMILLAN COFFEE MORNING



## LINGFIELD LODGE UKUELE BAND



## KNIT AND NATTER AT FELLOWS COURT

Tina and Julie, whose father was previously a tenant at Fellows Court, have continued their support by volunteering every Thursday at Fellows Court. They assist tenants with Knit and Natter sessions.

Mrs Yousaf knitted several items, including a cardigan by eye, without a pattern! Miss Rickards knitted enough colourful squares to make a long scarf.

The knitted blankets and scarves were donated to Croydon Nightwatch. Croydon Nightwatch acts as the first line of contact for homeless people and those in hostels and bed and breakfasts.

They provide necessary items such as food, clothes, toiletries, and household goods to people in need.



# VOICE OF ELDON TENANTS

As last year drew to a close, we interviewed several members of the tenant panel to gain insight into their experiences.

## Tenant Panel members Featured below:

Anne – Lingfield Lodge

Sally – Lindsay Court

Sharan – Joan Nightingale House

Christine – Bardsley Court

## Why did you decide to join the tenant panel, and what motivated you to get involved?

**Sally:** Meeting Susan, the Chief Executive. In her own little way, she cajoled me, and I thought I'd give it a try. I like the way they work, their ideas, what they want to do, what they hope to do and what I know they will do in the end.

**Sharan:** I first wanted to join the tenants' panel meeting to make a difference for the future and to make things a little bit better.

**Anne:** I'm a bit nosy. I like to know what's going on!

## How does being on the tenant panel allow you to voice your concerns or ideas?

**Sally:** They listen to you. You can talk to them. They're humans. They're not 'we're management type people'; they sit there and talk to you like a human being.

**Christine:** If I'm not happy about anything, I can speak up about it.

**Anne:** This gives you a voice, you can listen, and then you can put your view forward.

## How has being part of the tenant panel helped you improve your tenant experience?

**Sally:** We get to know how things are done, and then we can help Eldon. We've got to help each other.

**Sharan:** I learn something new every time I go. I find the people more and more interesting. It's as though we are a family.

**Anne:** It's given me confidence just to be doing something completely different.

## What positive changes have you seen at Eldon since the tenant panel formed?

**Sally:** We get to meet managers now; when I first moved here, I wouldn't have known if the manager walked through my front door, but now, they come in, they introduce themselves, they talk to you as though you're a person. A few years ago, I had to speak at the summer party, and I actually said when I came through the front door, I feel enveloped in a big hug.

**Christine:** I enjoyed the (tenant panel) workshops even though the first one was on a roasting day!

**Anne:** I can see after these few months that we're on the beginning of a good road!

## How do you think the tenant panel has helped Eldon to understand tenant needs better?

**Sally:** They're listening to us, they're helping us, they're training us, they want to succeed.

**Anne:** They're listening; like I said, it's a new beginning.

## What has your experience been working directly with senior staff?

**Sally:** Everybody I've met so far from management has been kind, friendly and talkative. They ask you things and don't talk down to you; they talk to you as though you are a friend. When Susan is at the meetings she joins, how many other CEOs do things like that?!

**Sharan:** Well, I seem to be saying all the right things; everybody seemed quite impressed, and I'm actually thinking about what I have said, but I was obviously saying the right things. Even the Chief Executive was agreeing with me quite a lot.

**Anne:** There is not a them and us mentality, which is good as I don't think there should be managers who never see what's happening on the ground.



The Tenant Panel is looking for new members! The meetings are held every two months, and we'd love for you to join and share your ideas to make a real difference. At the meetings, you'll have the opportunity to discuss issues that matter to you and other tenants and share your ideas and suggestions.

If you are a tenant and would be interested to find out more, please contact either:

Elaine Beveridge: 07785 616 860

Forida Rahman: 07907 729 038



# CONSUMER STANDARDS

**Eldon Housing is regulated by the Regulator for Social Housing (RSH). The RSH established new consumer standards to enhance the quality of social housing and protect tenants, which came into effect on 1st April 2024.**

The standards include:

- 1. Safety:** Ensuring tenants are safe in their homes.
- 2. Responsiveness:** Listening to and promptly addressing tenants' complaints.
- 3. Accountability:** Treating tenants with fairness and respect.
- 4. Knowledge:** Understanding the condition of homes and the needs of tenants.
- 5. Data Use:** Collecting and using data effectively for repairs and other services.

As a small association, Eldon Housing will not be regularly inspected but we are required to comply with the standards. The Association is fully committed and diligently working to ensure we comply to the standards which aim to improve the quality of social housing and tenant satisfaction.

## What is Eldon Housing doing to ensure we comply:

**Increased Accountability:** we need to ensure we meet the same standards of safety, responsiveness, and accountability as larger landlords. This means being more proactive in addressing tenant complaints and maintaining property conditions.

We reviewed our Complaints Policy and Procedure to ensure we comply with the Housing Ombudsman requirements and launched a refreshed approach in April 2024. This has resulted in 100% satisfaction with the Complaints process in a recent Tenant Satisfaction survey.

We are reviewing our Assets and Facilities Management services to tenants with the aim of a providing a refreshed service model early in 2025.

We have an established Tenant Panel, "The Voice of Eldon Tenants", whom meet every 2 months. The Panel is run by tenants for tenants.

It is an independent, customer focused, advisory and consultative body, consisting of tenant volunteers who bring a tenant perspective to the Association's work, and play a crucial role in scrutinising Eldon's performance, supporting continuous improvement and holding the Association to account. The Association reports on compliance against the Consumer Standards to the Tenant Panel.

## In the Autumn of 2024, the Panel members decided on the areas of business for their involvement:

- Quality of homes
- Quality of housing and care services
- Staff recruitment
- Governance

The Panel is currently deciding if they want to be kept informed, be consulted, co-produce, scrutinise or take responsibility for any of the areas of involvement and will be concluding this work at their next meeting on 14th January 2025.

**Data Management:** Effective data collection and usage is crucial. We are reviewing our systems to track repairs, tenant satisfaction, and other key metrics to comply with the new standards

**Knowledge:** The Association is reviewing the qualifications and knowledge of Housing staff, including those in a senior position, against the requirements of the standards and will be investing in learning for individuals as required.

**If you would like any further information on the Consumer Standards you can research these on line or contact Linda Strong, Head of Housing, Care & Support: 07518 296 388**

**The Tenant Panel is looking for new members! If you are a tenant and would be interested to find out more please contact either:**

**Elaine Beveridge: 07785 616 860**  
**Forida Rahman: 07907 729 038**

# STAY SAFE WHILE STAYING CHARGED: TIPS FOR CHARGING YOUR DEVICES

Keeping your devices powered up is essential but charging them safely is just as important. Whether it's a phone, electric bike, mobility scooter, or any other gadget, following these simple guidelines can protect you and your home from potential hazards.

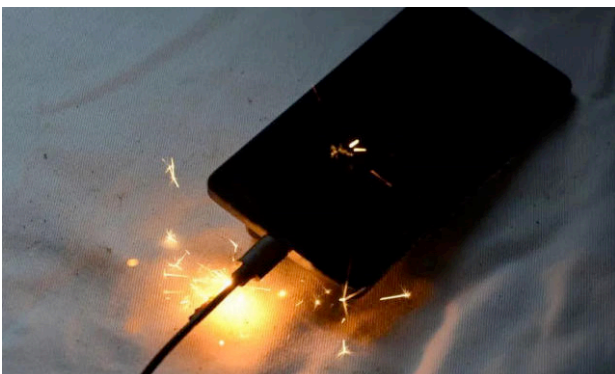


## 1. Only Use Certified Chargers

When replacing chargers, always buy those certified for your specific device. Generic or knock-off chargers may be cheaper, but they can overheat or damage your equipment, increasing the risk of fire or electrical accidents. Look for safety marks like CE, UL, or BS certifications.

## 2. Avoid Charging Overnight

It may be tempting to plug in your phone or scooter before bed, but charging while asleep can be dangerous. If something goes wrong, you won't notice until it's too late. Instead, charge devices during the day when you're awake and can monitor them.



## 3. Don't Overload Sockets

Plugging too many devices into one socket or extension lead can cause overheating. Use a high-quality extension lead with surge protection and avoid daisy-chaining multiple adapters. Always check the wattage limit of your socket or extension lead to ensure you don't exceed it.

## 4. Charge in Open Spaces

Keep your devices and chargers in a well-ventilated area while charging. Avoid covering them with blankets or leaving them on soft surfaces like sofas or beds, which can trap heat.



## 5. Check Your Equipment Regularly

Inspect cables and chargers for signs of wear and tear, like fraying or exposed wires. Replace damaged equipment immediately to reduce the risk of electrical fires.

## 6. Store Batteries Properly

For devices with removable batteries, such as electric bikes or mobility scooters, store spare batteries in a cool, dry place. Avoid exposing them to extreme temperatures or moisture, which can compromise their safety.

## 7. Turn Off Devices Before Charging

Whenever possible, turn off your device before plugging it in. This helps extend battery life and reduces the risk of overheating during charging.

By following these simple tips, you can enjoy the convenience of your devices while ensuring your safety and peace of mind. Remember, a few precautions today can save you from unnecessary stress later! Stay charged and stay safe!

# WELCOMING A NEW STAFF MEMBER



At the end of last year, we welcomed Forida Rahman to Eldon Housing as the Tenants Activities and Engagement Officer. Forida will work with the Housing team across the schemes to deliver activities for our tenants.

## A MESSAGE FROM FORIDA

"I am delighted to be a part of the team at Eldon Housing. Over the past several years (2020–2024), I have successfully developed and implemented dynamic activity schedules across multiple residential, nursing, and supported living accommodations throughout London. Joining Eldon Housing during the festive season, with Christmas parties and celebrations, provided a wonderful introduction to the vibrant and welcoming community here.

Since joining the team in December, my focus has been on creating an Activities and Engagement program that reflects the interests and passions of tenants across Eldon.

The valuable insight from the Eldon Team, tenants, site staff, and care staff has been instrumental in

shaping this program and it has been my pleasure to curate and develop a schedule which hopes to offer a diverse range of activities and opportunities for engagement for all.

With seven categories and over 40 activities, the program is designed to be flexible, person-centred, and ever evolving. As we continue to gather feedback, it will grow and adapt to meet the changing interests and needs of our community.

Bringing this program to life is an exciting journey, and together, I am positive we will create vibrant, engaging, and meaningful times ahead!"

### Forida Rahman

Tenants Activities and Engagement Officer

## NEW STAFF MEMBERS

A very warm welcome to these new staff members who have joined us since 1st July 2024:

**Ryan Docherty**  
Catering Manager (interim)

**Victor Mwashu**  
Carer, Westdene

**Pamela Makumbe**  
Housekeeper / Laundry Assistant – across schemes

**Margaret Brown**  
Weekend Head Housekeeper, Langley Oaks

**Joel Calugay**  
Head Housekeeper Friday/Saturday/Sunday, Addington Heights

**Osasu Ogbeide**  
Central Services and Resources Administrator

**Bright Anokye**  
Weekend Housekeeper, Heavers

**Nafisa Ali**  
Carer, Westdene

**Jayda Mitchell**  
Housing and Property Apprentice

**Margaret Appoh**  
Cook, Fellows Court

**Thierry Sakagami**  
Weekend Kitchen Assistant, Westdene

**Marcia Solomon-Brown**  
People and Resources Manager



**Forida Rahman**  
Tenant Activities and Engagement Officer

**Jhon (known as John) Black**  
Head of Operations, Asset and Facilities

**Casmir Ezeonu**  
Weekend Alternate Manager, Lindsay Court

**Victoria Ishiodu**  
Facilities Officer (Interim)

# ACTIVITIES & ENGAGEMENT PROGRAMME

More details on how you can get involved in the activities listed below will be shared with you shortly.

## Creative Time

Activity	Symbol
• Arts & Crafts (Drawing, Painting, Stamping)	
• Cultural Highlights (Festivals, History, Stories)	
• Fashion (History, Famous Models, Textiles)	
• Music Sessions (1920s–2020s, Genres - All)	
• Public Speaking (Storytelling, Show and Tell)	
• Reading and Writing (Poetry Group, Creative Writing)	
• Time Travelers (Autobiographies, Historical Highlights, Storytelling)	

## Community Engagement

Activity	Symbol
• Community Groups (Age UK, CVA, NAPA, Open Age, 3UA)	
• Croydon Magistrates Court (Legal Education, Observa-tion)	
• External Guest Presentations	
• Swimming – LOCAL POOLS	
• Volunteering Opportunities	

## Discovery Time

Activity	Symbol
• Nature Exploration (Animals, Plants)	
• Famous Explorations (Natural and Scientific Achievements)	
• Outdoor Nature Walks	
• Plant and Flower Workshops	
• Simple Science (Interactive Experiments, Fun Facts)	
• Wildlife Discussions (Habitats, Birds, Animals)	

## Wellness Hour

Activity	Symbol
Relaxation (Meditation, Guided Breathing)	
Beauty and Self-Care (Nail Care, Massage, Relaxation)	
Gentle Movement (Stretching, Chair Yoga)	

## Fun & Games

Activity	Symbol
• Sports (Light Ball Games)	
• Board Games (Chess, Dominoes, etc)	
• Fun Quizzes and Challenges (Word Games, Pictionary, Trivia)	
• Indoor/Outdoor Ball Play (Circle Games, Catch & Throw)	
• Travel & Geography Games (Match Airports, World Trivia)	

## External Visits

Activity	Symbol
• Fairfield Halls (Theatre, Concerts)	
• Community Meetups (Terra Café)	
• Croydon Central Library (Reading Sessions, Research)	
• David Lean Cinema (Films, Documentaries)	
• Social Gatherings (Margiana Café)	
• Stanley Halls (Cultural Events, Exhibits)	
• Poll Hill Polhill Garden Centre (Kent)	
• Butterfly Gardens (Sussex)	

## Social Time

Activity	Symbol
• Singing & Karaoke	
• Celebrate Together (Holidays, Cultural Events)	
• Collaborative Singing (Group Songs, Choirs)	
• Guest Speaker Series	
• Storytelling & Show and Tell	
• Tenant Birthdays & Anniversaries	

Activity	Symbol
Health and Fitness (Hydration, Healthy Habits)	
Sensory Exploration (Smell - Aromatherapy, Sound-Healing, Sight Taste -Tea/Chocolate Tasting), Touch	



# 100<sup>TH</sup>

## BOARD OF MANAGEMENT MEETING

On the 28th of November 2024, we proudly marked a significant milestone: our 100th Board of Management Meeting. To commemorate this achievement, we took a moment to celebrate together – with a slice of cake!



# 100<sup>TH</sup>

## BLOOD DONATION

Andrew Tyler, a resident of Lindsay Court, has been donating blood since he was 16 years old. He recently achieved his 100th blood donation, having paused only during the lockdown. Andrew continues to donate because he understands the impact it has on saving lives. In recognition of his generous contributions, he received a commemorative medal and certificate.

# GERALD ELLIS AWARD WINNERS

**At the Association's Annual General Meeting on 21 September 2024, the Gerald Ellis Award for 2024 winner was announced.**

This award is presented in memory of Gerald Ellis, a long-serving Board Member and Honorary President, who passed away in July 2018. Gerald always acknowledged the hard work and dedication of Eldon's staff team, and the award is a way to continue to recognise that hard work. The winners, selected from all the Employee Excellence Award winners between 1st April 2023 to 31st March 2024, were Elaine Beveridge and Kyley Myant.

Sandra Ellis would usually present this award however she was unable to attend so David Scott (Honorary President) kindly offered to present the awards in her absence.



**Elaine Beveridge – Welfare and Support Officer:** Elaine was recognised for her approachable and hardworking nature. Always smiling, she went the extra mile to assist a tenant with crucial paperwork, resulting in significant savings for the tenant.

**Kyley Myant – Premises Officer:** Kyley was celebrated for her unwavering commitment to her duties across Bardsley, Claremont, and Garden Courts. Known for her helpful and positive attitude, she never hesitates to go the extra mile, earning her the reputation of being “one in a million.”

***Many congratulations to Elaine and Kyley!***

# EMPLOYEE EXCELLENCE AWARDS



EMPLOYEE  
**EXCELLENCE**  
★ AWARDS ★

Thank you to everyone who participated in the September Employee Excellence Awards.

**And the winners were:**



**Kwame Asare Bediako**

Housekeeper across C4C schemes



**Linda Pither**

Senior Registered Care Manager



**Scarlet Hill**

Facilities Officer, who has now left Eldon for pastures new.

As well as a winners certificate from Susan Faridi, CEO, all winners receive a £25 shopping voucher.

Here are all the other the nominees from the September award, who all receive a certificate:

**At Lingfield Lodge:**

- Julie Colville
- Toni-Lee Coomber
- Toni Nainby
- Kim Harris

**At Westdene:**

- Carol MacArthur

**At Bardsley/Claremont/  
Garden court:**

- Kyley Myant

**At Langley Oaks:**

- Deborah Marsh

**At Fellows Court:**

- Maria Choon

**CONGRATULATIONS TO OUR WINNERS AND NOMINEES!**



**MARK YOUR CALENDARS  
FOR ELDON'S ANNUAL  
SUMMER PARTY  
18TH JULY 2025!**

**eldon housing**  
PASSIONATE | PROFESSIONAL | CARING

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