

The Link



SUMMER ISSUE 2025

eldon housing
PASSIONATE | PROFESSIONAL | CARING

A MESSAGE FROM

SUSAN FARIDI

CHIEF EXECUTIVE



Dear Tenants,

This issue arrives at a time of growth, celebration, and renewed purpose for Eldon Housing Association. At our recent Board of Management meeting, we were delighted to welcome two new members to our Board, Charles Culling and Simon Bell, whose wealth of experience will further strengthen our leadership and ensure we continue to deliver the very best for our tenants and communities.

We are also incredibly proud to share the success of our Board Chair, Hony Premlal, who was named Woman of the Year at the 2025 Women in Housing Awards. This prestigious recognition reflects not only Hony's personal dedication but also the collective commitment of everyone at Eldon Housing to improving lives through housing, care, and support

Looking ahead, our Strategic Priorities 2025–2030 set out an ambitious but achievable vision. From enhancing the quality of our homes, to strengthening tenant services, expanding our reach, and ensuring our people and resources are fit for the future, our focus remains clear: to create homes and services that enable independence, dignity, and community.

This edition also shines a light on the many moments that bring us together as a community, from our Annual Summer Party, which was

filled with sunshine, music, and laughter, to the wide range of activities across our schemes, where tenants continue to share joy, creativity, and connection.

As always, we pause to reflect with gratitude on the contributions of those who have moved on or sadly passed away, while also celebrating milestones, birthdays, and achievements that enrich the fabric of our community.

I hope you enjoy reading this edition, and that it gives you a sense of the pride, care, and commitment that define Eldon Housing together, with your voices and support.

SUSAN FARIDI

CHIEF EXECUTIVE

NEW BOARD MEMBERS

At the May Board of Management Meeting, we were delighted to welcome two outstanding individuals to our Board after a successful recruitment campaign. Each brings a wealth of expertise and experience that will further strengthen our organisation.



CHARLES CULLING
DEPUTY CHAIR DESIGNATE

Charles is a housing professional and Chartered Surveyor with over 20 years of experience driving strategic and operational excellence in the housing sector.



SIMON BELL
AUDIT & RISK COMMITTEE CHAIR

Simon is a NHS finance leader with a strong track record in strategic leadership, financial recovery, and governance across complex healthcare systems.

We are excited to have Simon and Charles join our team, and we look forward to the invaluable insights and leadership they will bring to our work.

CONGRATULATIONS TO OUR BOARD CHAIR, HONY PREMLAL

We're proud to share that in June our Board Chair, Hony Premlal, was named Woman of the Year at the Women in Housing Awards 2025 in Manchester.

This is a well-deserved recognition of Hony's dedication, leadership, and long-standing commitment to the housing sector.



STRATEGIC PRIORITIES 2025-2030

1. Property

To protect and enhance the quality of our homes.

OUR AIM BY 2030

- Establish an “Eldon Standard” to define the minimum physical standards for asset management and amenities across our properties.
- Set a realistic costed plan for achieving the standard
- Develop an asset and investment strategy
- Implement comprehensive robust health and safety plans
- Implement a comprehensive sustainability plan
- Ensure robust and sustainable arrangements for the Care 4 Croydon (C4C) PFI contracts.



2. Services to tenants

To deliver a great customer experience that enhances the quality of life and promotes independence. By actively involving our tenants and tailoring our services to their needs, we will provide high-value services that truly enrich their lives.

OUR AIM BY 2030

- Establish an “Eldon Standard” to define the service levels we aim to achieve for all user-facing activities.
- Establish a feasible, costed plan for meeting the standards.
- Maintain tenants’ satisfaction with Eldon at 95% or above.
- Achieve and maintain a CQC ‘good’ rating
- Develop and deliver clear programs and activities in care and support to promote independence.
- Maximise opportunities for tenant voices to clearly influence our work and the board’s decisions.
- Ensure the needs and aspirations of our tenants are voiced in local decision-making forums, including health, local authorities, and other relevant agencies.

STRATEGIC PRIORITIES 2025-2030

3. Growth

Expand our services and reach through strategic partnerships, innovation, and development, meeting the needs of older people while maintaining financial sustainability.



4. People, Governance, Infrastructure and resourcing the strategy

To enhance our people, governance, infrastructure, and resources to ensure Eldon Housing Association is well-equipped to achieve its strategic goals. By fostering a strong organisational culture, ensuring effective governance, and optimising resources and infrastructure, we will support the delivery of high-quality services and sustainable growth.

OUR AIM BY 2030

- To ensure that the people, infrastructure and resources required to deliver the strategy are in place
- To ensure that Eldon is well resourced and is structured in such a way as to ensure:
 - Financial strength
 - High quality well motivated staff
 - Organisational culture and behaviours
 - Infrastructure
 - Fit for purpose Governance



A GLORIOUS DAY OF SUNSHINE, SMILES, AND SUMMER FUN!



ELDON HOUSING ASSOCIATION'S ANNUAL SUMMER PARTY - FRIDAY 18TH JULY 2025



What do you get when you mix glorious sunshine, fabulous food, and a vibrant community spirit? The Eldon Housing Association Summer Party, of course!

On Friday 18th July, we welcomed over 100 tenants, staff, and special guests to our annual summer party – a lovely afternoon full of community spirit, entertainment, and plenty of good food.

Although we missed our usual guest of honour, Mayor of Croydon Cllr Jason Perry, who was sadly unable to attend due to last-minute changes, we were absolutely delighted to welcome Councillor Margaret Bird in his place. She delivered a heartfelt and inspiring speech that set the tone for the day – one of gratitude, celebration, and community togetherness.

A huge thank you to all our brilliant speakers who helped make the day extra special:

- **Hony Premlal, our dedicated Board Chair**
- **Councillor Margaret Bird**
- **Sally Ingram, Tenant Panel Chair**
- **Sharan Jack, Tenant Panel Vice Chair**
- **Chris Howell, Tenant Panel Member**

Entertainment was a highlight of the afternoon, with live music from Kenny Charles, a bit of magic courtesy of Robbie Gold, and an energetic performance from a young dance group to round things off.

There was plenty of fun to be had beyond the main stage too. Guests enjoyed light-hearted games like “guess the weight of the Eldon cake” and “how many sweets in the jar.” We also created a photo gallery in the garden, bringing together as many tenant photos as we could find – it was a lovely addition to the day and received some wonderful feedback.

One of the afternoon’s most anticipated moments was the ever-popular raffle. Thanks to the generous support of our fantastic contractors, everyone went home with a chance to win something special. Prizes ranged from a luxurious Fortnum & Mason hamper and a wine gift set to afternoon tea for two, beauty treatments, chocolates, and creative craft kits.

A sincere thank you to the following organisations for their generous support:

Croydon Blinds, CosySeal, FMI Contracts, BCS Suppliers, Lock Assist, Shirley Locke Hairdresser, Pyrotec, Sausage Matters, Stearn Electric, ECS Systems and Acorn Environmental.

We’d also like to extend a big thank you to our staff across all areas of the organisation who helped plan and deliver the day. Your hard work behind the scenes made it all possible.

Finally, thank you to everyone who came along and helped make the event such a success. We hope you enjoy the photos from the day, and we’re already looking forward to next year’s summer party.





SCHEME LIFE

Photography for the Scheme Life section generously provided by Forida Rahman, Tenant Activities and Engagement Officer.

BARDSLEY COURT & CLAREMONT COURT

Astrology Afternoon



Trip To Margate



Poetry Project



Relaxing in the Sun



Trip to South Norwood Lakes



Trip to South Norwood Lakes



Sunbathing, music and chat out in nature brought energy, joy, and a sense of freedom, allowing everyone to reconnect with the outdoors, enjoy each other's company, and create happy, carefree memories together.



SCHEME LIFE

FELLOWS COURT

Creative Writing Group



Intersite Collobaration (Fellows Court & Garden Court)



Memory Training



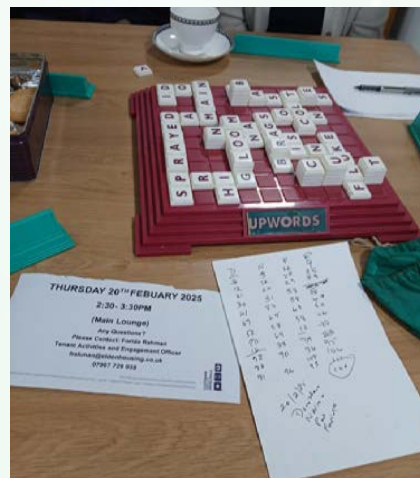
Painting Session



SCHEME LIFE

GARDEN COURT

Fun & Games



Jazz at Croydon Clock Tower Cafe



Seated Exercise



Trip into Central Croydon



Summer Sunshine



SCHEME LIFE

JOAN NIGHTINGALE HOUSE

Fun & Games



VE Day



SCHEME LIFE

LINDSAY COURT

Care Dogs Visit



Giant Crossword



London Mozart Players



Memory Training



Paint Session - Superheroes



Turn Back Time (Health & Fitness)



Winne's 105th Birthday (and hair cut!)



Wildlife Quiz



SCHEME LIFE

LINGFIELD LODGE

Art Studies



Doug Gardening



National Biscuit Day



Research Expedition



VE day



SCHEME LIFE

WESTDENE

Care Dogs



Exercise Time!



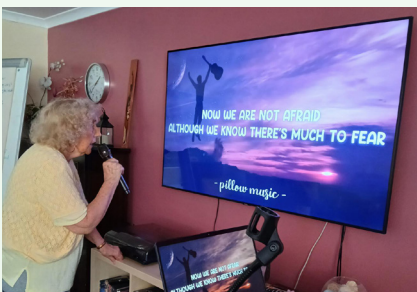
Stephen Featured in Crystal Palace FC magazine



Gardening Group



DJ Afternoon (Famous Hollywood Movie Songs)



London Mozart Players



Painting



Memory Talk



A Moment of Reflection

From time to time, we sadly say goodbye to cherished members of our community who have passed away.

We know this can be deeply felt not only by their families but also by neighbours, friends, and staff who shared daily moments with them.

During these times, it's important to be gentle with yourself and allow space to grieve in your own way. If you're finding things difficult or simply need someone to talk to, please remember our Welfare and Support Officer (**Elaine Beveridge: 07785616860**) is here for you. You're not alone.



A Fond Farewell to Janice Hughes

At the end of June, we bid a heartfelt farewell to Janice Hughes, Registered Care Manager at Lindsay Court, as she embarked on a well-earned retirement. Staff and tenants came together to celebrate Janice's incredible contribution and to honour the lasting, positive impact she has made on Eldon Housing over her 18 years of dedicated service.

During the celebration, Janice was asked to reflect on her time at Eldon. She shared, *"Seeing the development of staff and watching them progress has been my favourite part. The team support has always been fantastic. Overall, it's a lovely place to work, and I've had a great time."*

Janice's warmth, commitment, and unwavering support have left a lasting impression on everyone she worked with. We extend our deepest thanks for her exemplary service and wish her all the very best in this exciting new chapter of her life.



HARDSHIP FUND

Eldon recognises that due to rising fuel and food costs that some of its tenants may have difficulty managing their finances and as a result suffer financial hardship. We have established a Hardship Fund with an aim to offer financial help to tenants in genuine difficulty, payments from this can be used for the following:

- Support with fuel poverty or other essential utilities not included in their service/supplement charge.
- Payment for essential items to move or transfer into one of our properties.
- Help with payment for essential furniture such as a bed.
- Consideration will be given to other essential priority debt.

Tenants wishing to make an application to the Hardship Fund should contact Elaine Beveridge, Welfare & Support Officer in the first instance in order to obtain an application form.

STAYING SAFE WHILE SMOKING: PRACTICAL FIRE SAFETY TIPS

At Eldon Housing Association, your safety and wellbeing are always our top priority. We understand that some of our tenants choose to smoke, and while that is entirely your choice, it's important to be aware of the increased risk of fire that smoking can bring, especially within the home.

Fires caused by smoking materials remain one of the leading causes of accidental deaths in the home across the UK. But with a few simple precautions, many of these incidents can be prevented. Here are some practical, easy-to-follow tips to help keep you, your neighbours, and your home safe.

1. Never Smoke in Bed

It might seem harmless to have a quick cigarette before sleep, but it's one of the most dangerous habits. It only takes one dropped cigarette to ignite bedding, furniture or clothing. If you're feeling tired or drowsy, it's always best to wait until you're fully alert and sitting upright.

2. Use a Proper Ashtray

Always use a heavy, non-tip ashtray made of metal, glass or ceramic. Avoid using makeshift containers like cups or plant pots, which can catch fire easily. Keep your ashtray on a stable surface and well away from anything flammable such as newspapers, curtains, or tablecloths.

3. Fully Stub It Out

Make sure your cigarette is completely out before disposing of it. Pouring a little water over the contents of your ashtray before emptying it into the bin is a simple step that could save lives.

4. Don't Leave Cigarettes Unattended

It only takes a moment for something to go wrong. If you're going to leave the room, whether to answer the phone, tend to food, or see who's at the door, please put your cigarette out properly first.

5. Avoid Smoking Near Oxygen Equipment or Medical Devices

For those who use oxygen or similar medical equipment at home, it's vital to avoid smoking anywhere nearby. Oxygen is highly flammable and can turn a small spark into a serious fire.

6. Be Mindful of Lighters and Matches

Keep lighters and matches well out of reach of children and never leave them lying around. Many fires start simply because matches were struck or lighters used by those who didn't understand the danger.

7. Consider Smoking Outdoors

If possible, smoking outside is much safer than doing so inside the property. Be courteous to neighbours and ensure cigarettes are fully extinguished and disposed of responsibly in a fireproof bin.

8. Never Smoke When Using Alcohol or Medication That Makes You Drowsy

If you're under the influence of alcohol or prescription medication that causes drowsiness, it's best to avoid smoking until you're fully alert. Accidents are far more likely when judgment and coordination are impaired.

9. Speak Up if You Notice Risks

If you notice cigarette butts left smouldering in communal areas, lighters lying unattended, or any other smoking-related hazards around the property, please let us know. Fire safety is everyone's responsibility, and a quick word could help prevent a serious incident.

Let's work together to keep our homes and each other safe.

By taking simple precautions and looking out for one another, we can all play a part in preventing fires and protecting our homes.

Whether you're a smoker yourself or want to help keep the communal areas hazard-free, your actions make a difference.

KEEPING COOL IN THE HEAT:

HOW TO STAY SAFE AT HOME THIS SUMMER

With several heatwaves already behind us this summer, many of us have felt just how challenging hot weather can be especially indoors.

And while we may be heading into late summer, as we know here in the UK, the heat isn't always done with us just yet. We might still have another warm spell to come, so it's important to stay prepared. With this in mind, we want to help you keep your home safe and comfortable during warmer weather, and to know when to let us know if things are becoming too hot at home.

Why overheating matters

When indoor temperatures rise above 26°C, particularly for extended periods, the risk to health increases. For older adults and those with underlying health conditions, overheating can lead to dehydration, heat exhaustion, or even heatstroke. It's easy to underestimate how quickly heat can build up indoors, but taking simple actions can make a big difference.

Five simple ways to keep your home cooler

1. Let the Cool Air In (and Keep the Hot Air Out)

Open your windows in the early morning and again later in the evening when it's cooler outside. Once the temperature rises, close windows and use light-coloured curtains or blinds to block the sun's heat.

2. Create a Breeze

Fans can help move air around your home, and placing a bowl of ice in front of a fan can make the air feel cooler. Try to sit in shaded, well-ventilated areas whenever possible.

3. Limit Heat from Appliances

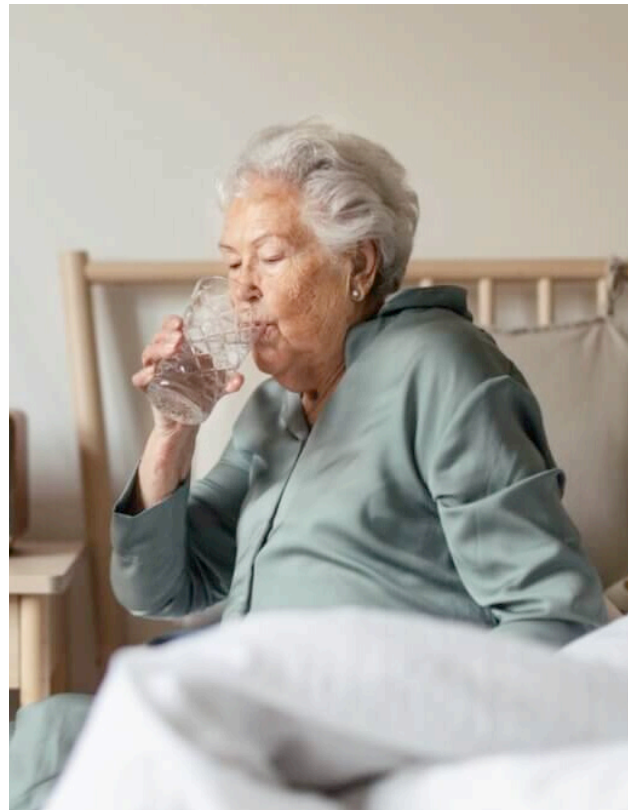
Avoid using ovens or hobs during the hottest times of the day. Lighter, cold meals and microwave options are often better choices when it's warm.

4. Stay Hydrated and Dress for the Weather

Drink water regularly, even if you don't feel thirsty, and wear loose-fitting, light-coloured clothing made from breathable fabrics.

5. Use Shade Wisely

Keep blinds and curtains closed in rooms that get direct sunlight. If you have access to a garden or balcony, try creating shaded areas outside to stop heat from entering in the first place.



Is your home getting too hot? Please tell us.

If your home still feels uncomfortably hot despite your best efforts, we want to know.

We understand the serious health risks that come with overheating homes, and we're here to support you.

If you're finding it difficult to keep your home cool, please contact us:

- Calling our freephone number: **0800 434 6298**
- Emailing us at: helpdesk@eldonhousing.co.uk
- Speaking to a member of staff on-site, who will pass the information directly to our Helpdesk team on your behalf.

Stay Cool, Stay Safe

Even as summer winds down, it's worth keeping these tips in mind. You never know, we might still get another burst of hot weather before autumn sets in!

Your health and comfort are our top priorities, and by staying aware and keeping in touch, we can work together to make sure your home remains a safe and pleasant place to be, whatever the weather.

RECOGNISING AND REPORTING ANTI-SOCIAL BEHAVIOUR

We are committed to ensuring that every tenant feels safe, secure, and respected in their home. We know that a peaceful living environment is especially important for our elderly tenants, and we want you to feel confident in recognising and reporting anything that may be affecting your comfort or wellbeing.

What Is Anti-Social Behaviour?

Anti-social behaviour is any conduct that causes nuisance, alarm, or distress to others. This may come from neighbours, visitors, or individuals in the surrounding area. While some everyday disturbances are part of communal living, repeated or severe actions that negatively affect your quality of life are not acceptable.

Examples of anti-social behaviour include:

- Excessive noise: such as loud music, shouting, banging, or disturbances at night.
- Aggressive or threatening behaviour: including verbal abuse, harassment or intimidation.
- Damage to property: vandalism, graffiti, or neglect of shared areas.
- Loitering and nuisance gatherings: people lingering around entrances, stairwells or communal spaces, especially if they behave in a way that feels unsettling.
- Substance misuse: drug dealing, drug use, or alcohol-related disorder.
- Uncontrolled pets: persistent barking, fouling, or pets causing a danger or nuisance.

It's important to remember that not all annoyances are considered anti-social behaviour. For example, cooking smells, one-off noise from DIY, or hearing

children playing during the day are generally not classed as anti-social. That said, if something is causing you worry, distress or repeated disruption, it's always worth letting us know.

What to Do If You're Experiencing Anti-Social Behaviour

1. Keep a Written Record

- Note the date, time, and nature of the incidents. Try to be as detailed as possible, it helps us to understand the pattern and seriousness of the behaviour.
- If others are affected, encourage them to also keep records.

2. Speak to Us

- We take all concerns seriously and treat every report with discretion. You won't be ignored, and your safety is our priority.

3. In Emergencies, Call the Police

- If you are in immediate danger or a crime is taking place, please call 999. For non-emergencies, such as reporting suspected drug use or ongoing disturbances, you can contact the police on 101.

WHO TO CONTACT

To report anti-social behaviour or discuss any concerns confidentially, please contact:

- **Your House Manager or Premise Officer**
- **Welfare and Support Officer:**
Elaine Beveridge
EBeveridge@eldonhousing.co.uk
07785 616860
- **Complaints Co-ordinator:**
Phoebe Herschdorfer
complaints@eldonhousing.co.uk
07842 411 743

We are here to listen, support you, and help resolve issues as swiftly and sensitively as possible.

If something doesn't feel right, please speak up, even small concerns can make a big difference when addressed early. We're here to help.



Dementia Friendly Screenings for September to December 2025

DAVID LEAN CINEMA

IN ASSOCIATION WITH THE DAVID LEAN CINEMA AND THE CROYDON DEMENTIA ACTION ALLIANCE

These Dementia Friendly screenings aim to make cinema more accessible by providing a fun and inclusive experience to enable people living with dementia, their families and carers to attend the cinema in a safe and welcoming environment.

The lights are left on low, there are no adverts or trailers and the audience is allowed to move around or even sing along to any musical numbers if they would like to.

Admission is £5 on the door for people with dementia (carers are free).
Free tea, coffee and biscuits will be available before the screening.

EVER HAD A REALLY BIG SECRET?



BIG (PG)

Tue 9 September at 11am

Director: Penny Marshall 1988 USA 104 mins.

In this wildly popular film of 1988, Josh Baskin, who has been turned away from a carnival ride for being too short. When his wish to be 'big' is granted, he becomes a physical adult but retains his 13-year-old sensibilities.

SISTER ACT 2: BACK IN THE HABIT (PG)

Tue 7 October at 11am

Director: Bill Duke 1993 USA 107 mins.

Whoopi Goldberg returns as the night club singer moonlighting as a nun, this time teaching music to a class of teenagers in a run-down, inner-city school threatened with closure, still under the eye of Maggie Smith's Mother Superior.



A singing plant. A daring hero.
A sweet girl. A demented dentist.
It's the most outrageous
musical comedy in years.



LITTLE SHOP OF HORRORS (PG)

Tue 4 November at 11am

Director: Frank Oz 1994 USA 86 mins.

Flower shop assistant Seymour can't express his feelings for fellow worker Audrey. One night he discovers a carnivorous plant in the shop, which he christens Audrey II; but the plant develops a taste for human flesh, which Seymour is forced to supply...

TO CATCH A THIEF (PG)

Tue 2 December at 11am

Director: Alfred Hitchcock 1955 USA 106 mins.

Cary Grant plays a cat-burglar who has retired to the South of France to tend his vineyards. When a series of robberies take place using his signature methods, he comes under suspicion... and then his romance with a local girl is jeopardised when her jewels go missing.



The David Lean Cinema Croydon Clocktower, Katharine Street, Croydon CR9 1ET
Book online via our website: www.davidleancinema.org.uk

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Eldon Housing Association Ltd
The Office, 21 Bardsley Court, 174-176 Selhurst Road
South Norwood, London SE25 6LX

020 8668 9861 | info@eldonhousing.co.uk | www.eldonhousing.org

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