

The Link



AUTUMN ISSUE 2025

eldon housing
PASSIONATE | PROFESSIONAL | CARING

A MESSAGE FROM

SUSAN FARIDI

CHIEF EXECUTIVE



Dear Tenants,

As we come to the end of another busy and inspiring year at Eldon Housing, I am delighted to introduce the Autumn 2025 edition of The Link.

This is always a special time of year, a moment to pause, reflect, and celebrate the strength, kindness, and creativity that define our community. I would like to begin by wishing all our tenants, families, colleagues, and partners a warm and joyful Christmas, and a happy, healthy New Year.

Across our schemes, it has been a season filled with colour, connection, and imagination. From mindful art sessions exploring sacred geometry, to book clubs, philosophy groups, gardening projects, comedy events, wellbeing initiatives, and meaningful tenant-led collaborations. The pages ahead reflect a community alive with energy and possibility. Every activity, no matter how big or small, speaks to the spirit of togetherness that makes Eldon such a rewarding place to live and work.

This has also been a year of positive change and growth for Eldon Housing itself. We have moved our Head Office into the Town Hall, a step that will bring us even closer to the heart of our local community. While our central base will change, our commitment to remaining visible and present at each of our schemes remains unchanged. You will continue to see us regularly across all sites, supporting tenants and engaging directly with the issues that matter most.

We have also welcomed several new colleagues into our Asset and Facilities Team and our HR Team. Their skills, enthusiasm and commitment have already strengthened our organisation, and I know they will play an important role in supporting our services into 2026 and beyond.

One of the highlights in this issue is the focus on neighbourliness and the everyday acts of compassion that help shape strong, caring communities. For our February 2026 edition of The Link, we are inviting tenants to share stories of what it means to be a good neighbour, the thoughtful gestures, supportive moments, and small acts that brighten each other's days. You'll find more details on page 13, and I encourage everyone to take part. No act of kindness is too small to celebrate.

On a personal note, early next year I will be taking on a challenge that is very close to my heart. In January 2026, I will be climbing Mount Kilimanjaro in support of Walking With The Wounded, a charity dedicated to helping former servicemen and women rebuild their lives. It is a cause I care deeply about, and I look forward to sharing updates with you on this journey.

As always, thank you for your ideas, your feedback, and your ongoing involvement in shaping our services. Your voices make Eldon stronger, more responsive, and more compassionate. I hope you enjoy this edition of The Link as much as we have enjoyed putting it together.

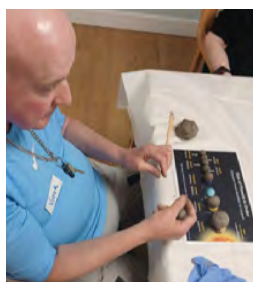
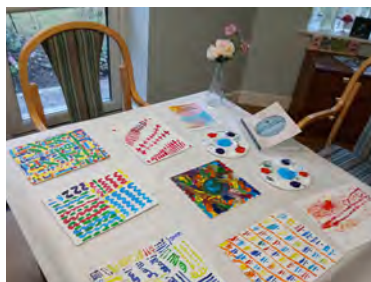
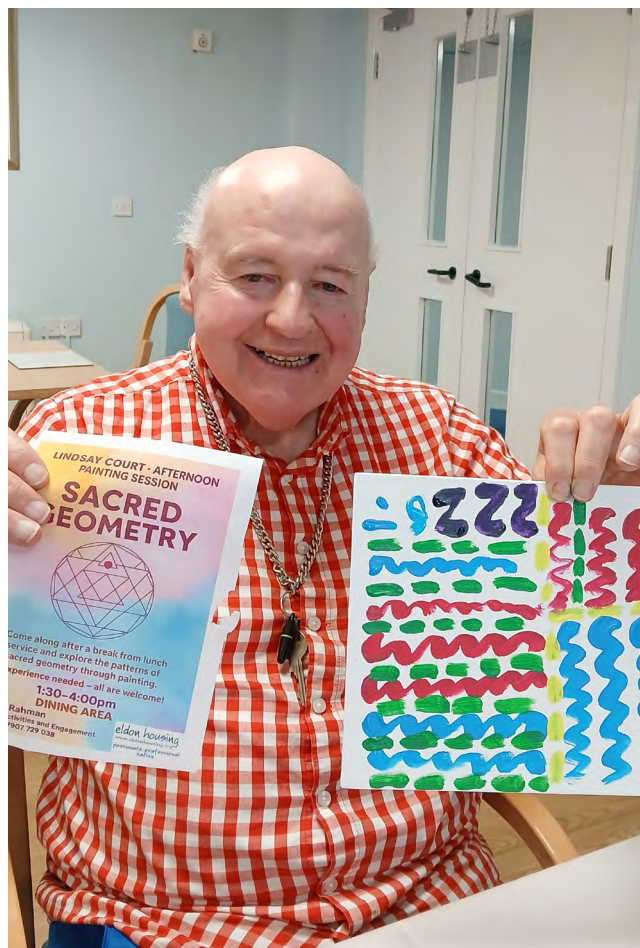
Wishing you peace, warmth, and happiness this festive season and a wonderful start to the New Year.

SUSAN FARIDI
CHIEF EXECUTIVE

SCHEME LIFE

ART (ACRYLIC PAINT AND CLAY) SACRED GEOMETRY

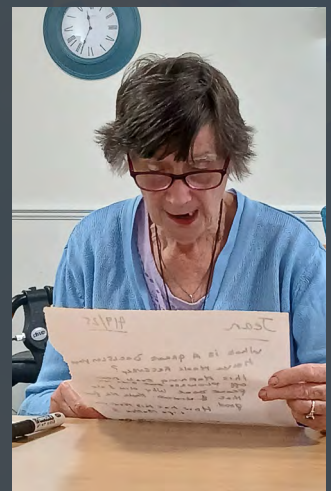
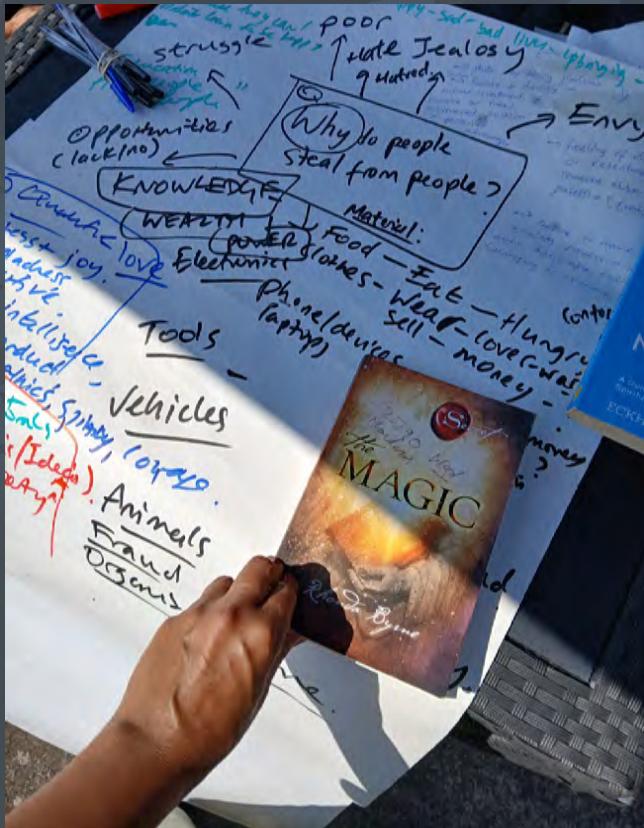
Tenants explored the link between creativity, mindfulness, and emotional expression through tactile art. The sessions on “Sacred Geometry” — both painting and sculpting — allowed for deep concentration and flow, where colour, texture, and form became meditative tools for self soothing and joy.



SCHEME LIFE CONTINUED...

BOOK CLUB

PHILOSOPHY GROUP - POETRY PROJECT



CAT OUTINGS

WORTHING AND SHEERNESS



FUN AND GAMES



INTERNATIONAL TELL A JOKE DAY

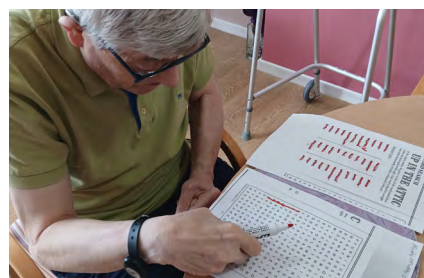
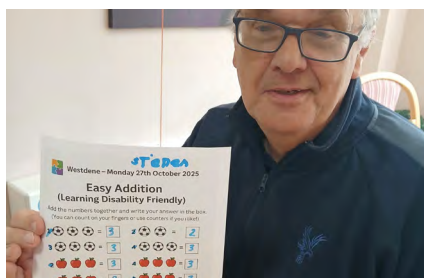
COMEDY MONTH - GUEST COMEDIAN - COMEDY QUIZ (WESTDENE)



SCHEME LIFE CONTINUED...

GROUP MEDITATION & BRAIN HEALTH (MEMORY TRAINING)

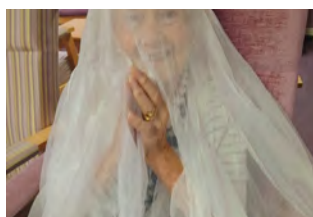
Building on the success of previous quarters, brain-training activities such as group quizzes, word games, and memory puzzles remained a favourite. Meditation and sound healing sessions continued to grow in popularity, offering calm, restorative spaces for tenants to unwind and centre themselves.



HALLOWEEN (WESTDENE & LINDSAY COURT)



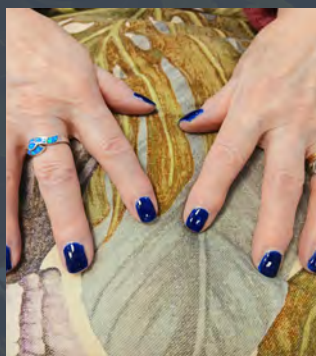
GARDENING LINDSAY COURT



TENANT COLLABORATIONS



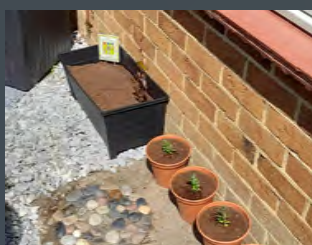
NAIL SPA



COLIN'S SECRET GARDEN

JOAN NIGHTINGALE HOUSE

Joan Nightingale House Tenant has been busying creating his own secret garden to brighten his day, Colin said "I wanted to clear some ornamental invasive grass from outside my window to create my small secret garden, a place to have coffee and relax. Here is the result pots of Lavendar, Buddliea and Ceanothus to attract the bees and butterflies. A small pebble and gravel pathway and solar fairy lights and other little garden decor. I am looking forward to next Spring when the small shrubs are more established."



TURN BACK TIME

HEALTH & FITNESS

Pilot wellbeing initiatives, such as the 'Turn Back Time: Health & Fitness' sessions were also a successful, offering structured exercise in a supportive environment and gathering valuable insight to inform future health-focused programming.



MACMILLIAN COFFEE MORNING

LINGFIELD LODGE



TENANT ACTIVITIES & ENGAGEMENT

Got a great idea? Let's make it happen together!

We value your ideas!

Your feedback helps us create tenant engagement activities that truly reflect your interests and needs. If you have suggestions for events, initiatives, or activities you'd love to see, please reach out to Forida Rahman (Tenant Activities and Engagement Officer), she's always happy to hear from you and welcomes any thoughts you'd like to share.

***Westdene**

Monday 04 August

- 10.30-11.00 Guided Meditation
- 11.00-11.30 Coffee Break
- 11.30-12.30 Memory Puzzles-Group Work
- 12.15-13.30 Lunch
- 13.30-15.30 Comedy Quiz

Monday 11 August

- 10.30-11.00 Meditation
- 11.00-11.30 Coffee Break
- 11.30-12.15 Exercise Session-Music and Movement
- 12.15-13.30 Lunch
- 13.30-15.30 Comedy Film Screening "Back to School" - Funny School Tales

Monday 18 August

- 10.30-11.00 Meditation
- 11.00-11.30 Coffee Break
- 11.30-12.15 Turn Back Time-Health and Fitness
- 12.15-13.30 Lunch
- 13.30-14.15 Stand Up Comedy-Special Guest

Forida Rahman Tenant Activities and Engagement Officer
07907 729 038 frahman@eldonhousing.co.uk

TUESDAY AUGUST 12 2025

Fellows Court

- MAGAZINE CLUB (10.30-11.30AM)
- MEDITATION (11.30-12.15PM)
- LUNCH (12.15-1.30PM)
- POP LOUNGE AND MEMORY PUZZLES (1.30-2.00PM)
- ART CLUB (2.00-3.30PM)

TEA/COFFEES THROUGHOUT WILL BE SERVED THROUGHOUT THE SESSION

Forida Rahman
Tenant Activities and Engagement Officer
FRAHMAN@ELDONHOUSING.CO.UK
07907 729 038
WWW.ELDONHOUSING.ORG



eldon housing **GARDEN COURT**
passionate professional caring

FISH AND CHIPS AFTERNOON!

Fish and chips from the famous Ossie's in Addiscombe

TUESDAY 14TH OCTOBER
In the lounge from 12.30 pm
£5 cash donation
All welcome for fish and chips delivered to our lounge!
Please add your name and selection the list in the lounge by **TUESDAY 7TH OCTOBER**

For questions, please contact Forida Rahman
Tenant Activities and Engagement Officer
frahman@eldonhousing.co.uk | 07907 729 038

eldon housing
www.eldonhousing.org

JOAN NIGHTINGALE HOUSE

Wednesday 12th November 2025

- 11am Scrabble, chess, & one-to-one engagement until midday
- 1-3pm Chris Turner Live performance in the lounge

A relaxed, social afternoon filled with music, laughter, and good company.
Come along for some snacks and drinks for a warm, enjoyable afternoon.

Forida Rahman
Tenant Activities and Engagement Officer
Mob: 07907 729 038
Email: frahman@eldonhousing.co.uk

Please note that Forida provides her time across our Eldon Housing sites proportional to the needs of tenants.

Many tenants are very independent, able to organise their own activities and get out into the community, whilst others, especially those living in our extra care settings, are less independent and need support from Forida with this.

As a result, some sites may have a greater number of activities to best meet the needs of their tenants

Contact Forida:
frahman@eldonhousing.co.uk
07907 729 038

WESTDENE
WORLD ALZHEIMER'S DAY
SUNDAY 21 SEPTEMBER
DRESS IN PURPLE!

Love your brain

- Challenge your mind**
Be curious. Put your brain to work and do something that is new for you.
- Stay in school**
Education reduces the risk of cognitive decline and dementia.
- Get moving**
Engage in regular exercise.
- Protect your head**
Help prevent an injury to your head.
- Control your blood pressure**
Medications can help lower high blood pressure.
- Be smoke-free**
Quitting smoking can lower the risk of cognitive decline.
- Manage diabetes**
Type 2 diabetes can be prevented or controlled.
- Maintain a healthy weight**
Link to your health care provider about the weight that is healthy for you.
- Sleep well**
Good quality sleep is important for brain health.

Forida Rahman
Tenant Activities and Engagement Officer
frahman@eldonhousing.co.uk
07907 729 038

eldon housing
passionate professional caring

WESTDENE
MONDAY 22ND SEPTEMBER

- 10:30-11AM** **GROUP GUIDED MEDITATION**
"Morning Meditation for Healing" - Dr Bernie S. Siegel, M.D.
- 11:30-12:15** **MEMORY PUZZLES AND GROUP WORK**
- 1:30-3:30PM** **PETER: TRAINS TALK AND MINI EXHIBITION**
PART OF THE TENANT COLLABORATION PROJECT

Forida Rahman
Tenant Activities and Engagement Officer
frahman@eldonhousing.co.uk
07907 729 038

eldon housing
passionate professional caring

LINDSAY COURT
FRIDAY 26TH ACTIVITIES

- SOUND HEALING "MUSIC WITH MEDITATION" WITH MICHELLE ANISE**
11:30-12:15 IM Lounge
- ART THERAPY: SCULPTING "SACRED SHAPES"**
1:30-4:00PM Dining Area
- TENANT ONE TO ONES**
4:00-4:30 PM

Forida Rahman
Tenant Activities and Engagement Officer
frahman@eldonhousing.co.uk
07907 729 038
www.eldonhousing.org

eldon housing
passionate professional caring

MEET YOUR TENANT PANEL



Our Tenant Panel plays an important role in shaping the way we work at Eldon Housing, ensuring tenants' voices are heard and helping us to continually improve our services. Over the past year, the panel has made a real difference by working closely with Eldon Housing staff to bring forward ideas and suggestions that benefit everyone.

Thanks to their feedback, Board Member Ben Dowling now regularly attends panel meetings, helping to strengthen communication between tenants and our leadership team.

The panel also requested training opportunities, which were provided through a series of workshops last year to support members in developing their skills and confidence. In addition, they asked for the Head of Assets Sebastian to attend meetings, allowing for regular updates and open discussion on property improvements and maintenance matters.

Their ongoing involvement and commitment continue to make a positive impact, ensuring that tenant perspectives remain at the heart of everything we do.



Sally Ingram – Chair
LINDSAY COURT



Sharan Jack - Vice Chair
JOAN NIGHTINGALE HOUSE



Sherona Williams
BARDSLEY COURT



Peter Moragas
WESTDENE



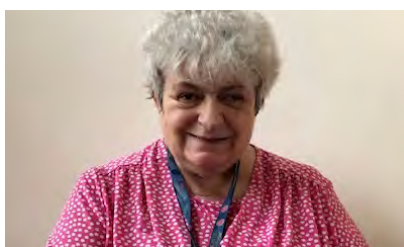
Derrick Milton Brown
JOAN NIGHTINGALE HOUSE



Chris Howell
LINDSAY COURT



Alison Campion
GARDEN COURT



Christine Hall
BARDSLEY COURT



Patrician Sutton
WESTDENE

The Tenant Panel is always ready to welcome 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

MEMBERS AFTERNOON TEA & GERALD ELLIS AWARD

On 27th October 2025, we hosted a Members' Afternoon Tea at Westdene. A wonderful occasion for members to connect with one another, as well as with staff and Westdene tenants.

Guests had the chance to hear directly from our Chief Executive, Board Chair, and Tenant Panel as they shared reflections on the past year and looked ahead to what's next.

The event also featured a special highlight: the presentation of the prestigious Gerald Ellis Award to this year's deserving winners.



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 2024 to 31st March 2025, were Julie Colville and Vaida Uzaite. The awards were presented by Gerald's widow, Sandra Ellis.

JULIE COLVILLE

PREMISES OFFICER AT LINGFIELD LODGE

Julie's dedication to our community is truly remarkable. She generously gives her own personal time to support tenants with activities, always going the extra mile to ensure that everyone feels included and valued.

VAIDA UZAITE

HEAD HOUSEKEEPER AT HEAVERS

Vaida was nominated for commitment above and beyond her duties as Head Housekeeper and for always delivering outstanding service.

Many congratulations to Julie and Vaida!

HARDSHIP FUND

At Eldon Housing, we understand that from time to time, life can present unexpected challenges. That's why we've set aside a dedicated fund each year to offer financial support to tenants who may be experiencing difficulties.

If you find yourself struggling, you can apply for a grant of up to £400 per year and there's no need to repay this support. The fund was created to help with essential items and costs that make a difference to everyday comfort and wellbeing.

You might use the grant to purchase household essentials such as a new bed, table and chairs, or to cover costs associated with moving into one of our homes or transferring between Eldon properties. We can also help with essential utility bills and other necessities to make life that little bit easier.

We're always happy to consider requests for other items that could improve your comfort, particularly as we move into the colder months. This might include extra bedding, warm clothing, or anything that helps keep your home cosy and inviting.

If you'd like to apply, please contact Elaine Beveridge, our Welfare and Support Officer, in confidence to request an application form. Once received, we aim to process all applications and provide a decision within 10 days.

As your landlord, our goal is to support you in maintaining a safe, comfortable, and happy home. If you're facing a difficulty (whether financial or otherwise) please don't hesitate to reach out to a member of staff.

KEEPING UNWANTED VISITORS OUT THIS WINTER

As the weather turns colder, many of us like to stay cosy indoors and unfortunately, so do some little pests! Mice, bedbugs, and other insects often look for warmth and shelter during the winter months.

As the seasons change, it's a good time to take a few simple steps to keep your home clean, comfortable, and pest-free. A few easy ways to help prevent pests:

- **Keep food sealed and stored properly.** Mice and insects are drawn to crumbs and leftovers, so store food in airtight containers and wipe down kitchen surfaces regularly.



- **Dispose of rubbish promptly.** Ensure bins are closed tightly and emptied regularly, especially any with food waste.
- **Check for small gaps or cracks.** Mice can squeeze through surprisingly tiny spaces, so look around skirting boards, doors, and windows. If you notice a gap, let us know so we can help advise on repairs or sealing.
- **Be mindful when bringing items into your home.** If you've been on a trip, or have purchased second-hand furniture, give items a quick check before bringing them inside to avoid uninvited hitchhikers such as bedbugs.
- **Keep your home tidy and ventilated.** A clutter-free space makes it harder for pests to hide, and good airflow helps prevent damp, which can attract insects.

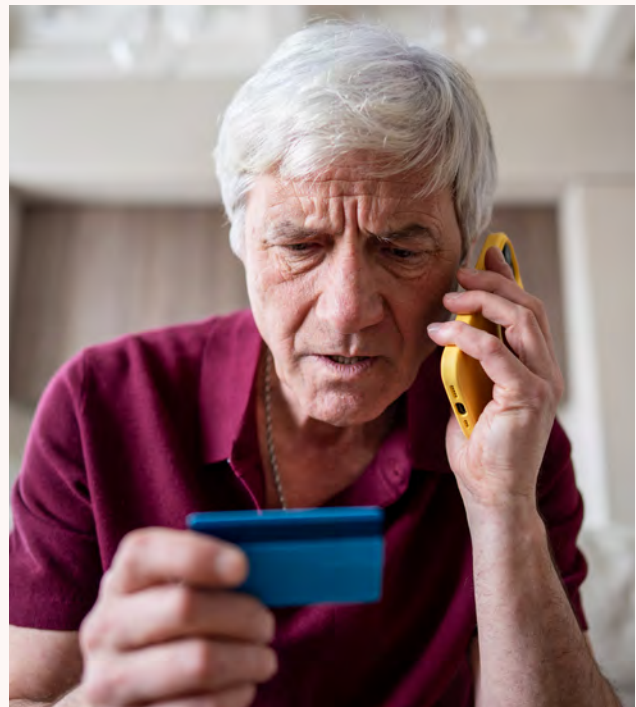
With a few simple precautions, you can help ensure your home stays warm, clean, and comfortable all winter long.

STAYING SAFE FROM SCAMS THIS FESTIVE SEASON

The festive period is a time for warmth, generosity, and connection but unfortunately, it's also when scammers become more active. At Eldon Housing, we want to help you stay safe and confident this winter.

Here are a few common scams to look out for:

- **Fake delivery messages:** You may receive a text or email claiming that a parcel couldn't be delivered. These often include a link asking for payment or personal details - never click on these links. Always check directly with the delivery company instead.
- **Telephone scams:** Some callers pretend to be from your bank, the police, or a trusted organisation. They may ask for bank details or request that you move your money. No genuine organisation will ever ask you to do this over the phone.
- **Charity and shopping scams:** During the festive season, fraudsters often pose as charities or online retailers. Before donating or purchasing, check that the website or charity is legitimate. Look for secure web addresses starting with "https://" and avoid unfamiliar sellers.
- **Home visit scams:** Be cautious of unexpected visitors offering goods or festive deals. Always ask for identification and, if in doubt, close the door and contact us or a family member for advice.



A few simple steps to stay safe:

- Never share your personal or financial details with anyone you don't know or trust.
- Hang up on suspicious calls, you can always call the company back using their official number.
- If something doesn't feel right, it probably isn't. Take your time and don't be pressured.
- If you think you've been targeted by a scam, contact Action Fraud on 0300 123 2040, or speak to Elaine Beveridge, our Welfare and Support Officer, who can provide guidance and reassurance.

Please stay alert, protect one another and enjoy a safe and peaceful festive season.



WE WANT TO HEAR FROM YOU

The next edition of Link Magazine is coming out in February 2026, and we want YOU to be part of it!

This time, we're shining a spotlight on the amazing ways tenants support each other and what it truly means to be a good neighbour.

Many of you will know about our Employee Excellence Award, which recognises staff who go the extra mile. But now, we want to celebrate you - our tenants - who make a difference every day through kindness, helpfulness, and community spirit.

Do you know someone who always lends a hand or brightens your day? Maybe they check in on you when you're feeling low, help with errands, or simply go out of their way to make life easier for others. These acts of kindness deserve to be shared!

How to Get Involved

Send us your examples so we can feature them in the next issue of Link Magazine. It's easy, just contact:

Phoebe Herschdorfer, Executive and Governance Officer

07842 411 743

pherschdorfer@eldonhousing.co.uk

Here are some examples to inspire you:

"Mary Smith at Bardsley Court always helps me carry my laundry downstairs because she knows I struggle with the stairs. It means so much to me."

"Mary Smith at Westdene checks in on me whenever I seem quiet or down. It's such a thoughtful gesture."

No act of kindness is too small - every story matters! We look forward to hearing from you and sharing these wonderful examples with our community in February.

FIRE SAFETY AT HOME:

STAYING SAFE WITH EVERYDAY ELECTRICAL ITEMS

As the evenings draw in and we spend more time indoors, it's especially important to keep our homes safe and free from fire risks.

Many household fires start accidentally, often from everyday electrical items such as chargers, heaters, and mobility scooters. With a few simple precautions, you can help protect yourself, your neighbours, and your home.

Charging safely

- Avoid charging overnight or when you're out. Batteries can overheat if left unattended, so always unplug devices once they're fully charged.
- Use the correct charger. Only use the charger that came with your device, or one from a reputable manufacturer that meets UK safety standards.
- Don't charge on soft surfaces. Place items such as phones, tablets, or e-cigarettes on a hard, flat surface while charging, never on a bed, sofa, or under pillows.
- Check for signs of damage. Frayed wires, scorch marks, or loose plugs are warning signs. Please replace damaged cables immediately.



Storing and using electrical items safely

- Keep sockets clear. Avoid overloading plug sockets or using multiple high-powered devices on the same extension lead.
- Switch off when not in use. Unplug items such as heaters, chargers, and kitchen appliances when you've finished with them.
- Allow air to circulate. Don't cover electrical heaters or place items too close to them.



Mobility scooters and power chairs

Mobility scooters are essential for many tenants, but they do need to be stored and charged safely. Please avoid keeping or charging scooters near doorways, hallways, or communal entrances, these areas must be kept clear to ensure a safe escape route in the unlikely event of a fire. If you're unsure where best to store or charge your scooter, speak to your Housing, Premises or Welfare Officer for advice.

By taking these simple steps, you can enjoy peace of mind knowing your home is as safe as possible.



Dementia Friendly Screenings for January to April 2026

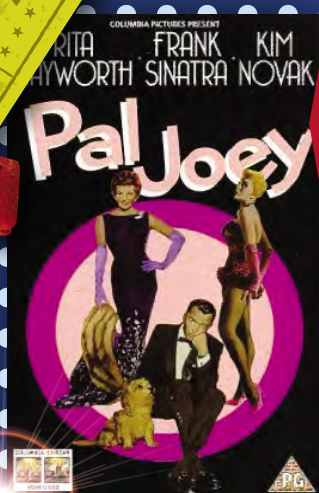
DAVID LEAN CINEMA

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 £6 on the door for people with dementia (carers are free).
Free tea, coffee and biscuits will be available before the screening.



PAL JOEY (PG)

Tue 6 January at 11am

Director: George Sidney 1957 USA 105 mins.

In this very loose adaptation of the 1940 Rodgers and Hart musical play, Frank Sinatra's womanizing nightclub singer is caught between Rita Hayworth's widowed socialite and Kim Novak's naïve chorus girl.

ROMANCING THE STONE (12A)

Tue 3 February at 11am

Director: Robert Zemeckis 1984 USA/Mexico 106 mins.

Romantic Joan Wilder is pulled from her comfortable New York existence when she finds her sister has been kidnapped by antiquities smugglers.

She flies to the Colombian jungle to track her down, aided by exotic bird hunter Jack T. Colton.



YOUNG FRANKENSTEIN (12A)

Tue 3 March at 11am

Director: Mel Brooks 1974 USA 106 mins.

Mel Brooks's homage to the classic Universal horror films of the Thirties, stars Gene Wilder as the descendent of the infamous scientist, Peter Boyle as his monstrous creation, and Marty Feldman as his hunchbacked servant.

GALAXY QUEST (PG)

Tue 14 April at 11am

Director: Dean Parisot 1999 USA 102 mins.

A group of actors from a once popular science fiction TV series now do the round of fan conventions. They are kidnapped by the Thermians, a group of aliens who have watched their show and believe the Galaxy Quest cast can save them from their reptilian enemy.



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

eldon housing

PASSIONATE | PROFESSIONAL | CARING

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

CUSTOMER
SERVICE
EXCELLENCE

