

Press release

29 May 2008

Hackney Homes campaign spells improvement

A poster campaign that spells out the improvements we have made to homes, communal areas and estates is launched this week. Called 'Improving Your Estate' it highlights the work that has been undertaken as a result of involvement and suggestions from residents.

Feedback from the 2006/7 residents' survey indicates that residents' top four priorities are: safety on estates, better play areas, graffiti and vandalism and repairs. As a result Hackney Homes has focussed on improving these areas of concern. The key messages for the campaign are:

- 10,400 homes with new windows – A better view of Hackney
- 250 safer, more secure communal doors – A safer welcome home
- 100 play areas refurbished – Creating a healthier Hackney
- 14000 energy saving light bulbs – Helping you save energy at home
- Additional repairs carried out in your home- Helping you make your home better

Chair of Hackney Homes Rupert Tyson says: "You told us what your priorities are and we have listened. This campaign highlights the work we have done so far to improve neighbourhoods". He adds: "We know that there is much more to be done and rest assured we will continue to listen to what you tell us and take action where we can."

The campaign will run from May until August. Watch out for the posters in neighbourhood offices, estate notice boards, street advertising and on the back of buses.

Ends

Press queries to Chloe Goddard on 0208 356 3877 or email chloe.goddard@hackneyhomes.org.uk

Notes to editors

- Hackney Homes will evaluate the effectiveness of this campaign via a variety of measures including: Communications Reader Panel and focus groups, before during and after the campaign.
- Hackney Homes was launched in April 2006 and is responsible for managing council homes in Hackney. This includes managing council housing, collecting council housing rental, repairing and maintaining council homes.

Our mission is to deliver excellent, responsive housing services with decent homes and estates. To help residents lead healthy lives in safe and sustainable communities.

www.hackneyhomes.org.uk