

Woodberry Down Fun Day draws crowds

21 July 2009

Finding out how to live healthily and engage in the community saw more than 400 local people come to Woodberry Down's 5th annual Fun Day on 11 July.

Residents met with staff from the regeneration project to get an update on works and how they can get involved. They also spoke to staff from Genesis Housing Group about the development of the proposed new local community-based housing association and encouraged them to get involved and become resident board members to help gain control over local issues. Meanwhile, Genesis Community, the charitable arm of Genesis Housing Group, was on-hand to tell jobseekers about employment opportunities.

Activities for the whole family including dance performances, messy arts and recycling activities, relaxing massages and a fun and friendly childrens' entertainer, Mojo, were a welcome treat for residents. In addition, a football tournament took place and The Ginga de Quilombo Capoeira duo gave an extraordinary Capoeira demonstration (a Brazilian Martial Art).

Sarah, a Woodberry Down resident, said: "This is such a great day, lots of fun for the children, yummy healthy food, good entertainment and an excellent opportunity to learn more about what's happening in the community".

Cllr Alcock, Deputy Mayor of Hackney, said: "The regeneration of Woodberry Down is not just about bricks and mortar but delivering social and economic benefits for the existing as well as the new community. Woodberry Down fun day shows how passionate the community is about their neighbourhood and I'm delighted that so many residents came out to meet with their neighbours and get involved."

Ends –

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Notes for editors

Woodberry Down

- The Woodberry Down regeneration area is located in the northernmost part of the London Borough of Hackney. Hackney Homes, on behalf of

Hackney Council, has established the Woodberry Down Regeneration Team (WDRT) to take forward the regeneration of the area. The team covers all aspects of the area's regeneration to ensure that the goal of delivering a world-class development with the necessary infrastructure to support and sustain a mixed community is achieved.

- Woodberry Down is one of two London schemes to be a National Demonstration Project for the Homes and Communities Agency Mixed Communities Initiative. The scheme will deliver over 4,500 new homes of mixed tenure and a range of new community facilities including a community centre, health centre, business centre, new Academy, extended primary school, retail and commercial opportunities.
- The WDRT runs in partnership with key local stakeholders the Woodberry Works Construction Training Centre which provides training and job opportunities for local residents to work in construction in the area site.
- Hackney Homes and Hackney Council announced on 11 March, 2009, that Genesis Housing Group has been selected as the preferred bidder to work in partnership with the Council and a developer to take forward the Woodberry Down regeneration scheme.
- **Genesis Housing Group** is a social investment business. It provides homes and services, supporting customers and communities to build futures. Genesis provides homes and services to tens of thousands of people across London and the south east of England. The Group consists of PCHA, Pathmeads, Springboard and St Matthew housing associations. Genesis also has in its group a charitable foundation, Genesis Community. It is one of the largest and most diverse housing groups in the UK, owning and/or managing more than 40,000 homes. Its overriding aim is to put customers first and provide excellent service.