

## **Text of Letter sent by Impact Housing Association to their tenants**

01 November 2019

Name  
Address

Dear

### **Consultation on the Proposed transfer of Impact to the Riverside Group**

As you will recall, Impact Housing Association Ltd (Impact) became a subsidiary of The Riverside Group Limited (Riverside) in August 2018 following consultation with you and a positive vote from our shareholders.

Joining Riverside has brought exciting changes to our operations across Cumbria. The move has enabled us to begin work on a multi-million pound programme to improve existing homes and to build new ones.

As explained during our consultation with you in 2018, the plan was for Impact to initially become a subsidiary of Riverside with a view to explore further integration options towards the end of 2020.

However, our financial position is not strong enough for us to continue as a stand alone subsidiary with the ability to deliver the commitments that both Impact and Riverside made during the consultation in 2018. We need to take action now to ensure that services and commitments to customers are not disrupted and to protect our staff.

The Impact Board has looked at a number of options and has agreed a proposal to begin integration into Riverside sooner than planned through a 'transfer of engagements'. This would mean that all our operations, including our housing stock, would move to Riverside and they would become your landlord.

We believe this is the best option for you, our staff and the wider community. It would mean that:

- You can continue to live in the same home with services provided locally by the teams you already know.
- Your tenancy / lease agreement will stay the same only the name of your landlord will change to The Riverside Group Limited. Your rights whether you are a tenant, shared owner or a leaseholder will be protected.
- Riverside will continue to deliver the pledges it made when Impact joined the Group, including the £25million programme to improve homes across Cumbria.
- We would keep the Impact Housing name as a separate brand within the Riverside Group. The current Impact Board will become a sub-committee to the Riverside Group Board and will continue to act in the best interests of Impact customers.
- Rents are set to go up in April 2020 and this will happen right across the social housing sector. This means that your rent would still increase if you remained with Impact. A transfer to Riverside will have no effect on how much you pay for your home (see the enclosed question and answer document for more information).

We are proposing that the Transfer of Engagements happens on or before 31 March 2020. Our shareholders will vote on the Board's proposal in early 2020. We have informed the Government's Regulator of Social Housing and they support our plans.

I have enclosed a detailed question and answer document which will give you more information about the proposal.

### **We want to know what you think**

We are keen to know what you think about the proposed transfer to Riverside. This letter marks the start of a six-week consultation with you which will run until Friday 13 December. During this time, we will be collecting your feedback and would greatly appreciate your comments. Our Board will consider your views before asking Impact shareholders to make the final decision at meetings in early 2020.

There are a number of ways for you to give us your feedback and ask us questions – they are outlined below.

Come to one of the drop-in sessions:

- Workington: Tuesday, 19 November (1.30pm – 2.30pm): The Oval Centre, Salterbeck. CA14 5HA.
- Carlisle: Wednesday, 20 November (10.30am – 11.30am): 47 Nelson Street, Carlisle. CA2 5NA.
- Penrith: Wednesday, 20 November (3.30pm – 4.30pm): Eden Rural Foyer, Old London Road, Penrith. CA11 8ET.
- Kendal: Wednesday, 27 November (10.30am – 11.30am): South Lakes Foyer, Kendal. LA9 4RA.

You can also give us your views by returning the enclosed postcard using the pre-paid envelope provided. Alternatively, email us at [questions@impacthousing.org.uk](mailto:questions@impacthousing.org.uk), call us and leave a message on our dedicated line on 01900-842149 or speak to your Neighbourhood Officer or another member of staff.

If you would like to give us feedback, we must receive it no later than 4pm on Friday 13 December.

Thank you for your time and we look forward to hearing from you.

Yours sincerely,

Mark Cullinan, Chair.