

## News Release:

Date: Monday 5<sup>th</sup> January 2009



## Eden Housing Association rewards tenants for prompt rent payment

Eden Housing Association is consistently achieving very low rent arrears because of the policies they adopt to help tenants stay in control. A new initiative was introduced at the end of 2008 by the Housing Team who organised a prize draw for all tenants with no arrears. It was a thank you to tenants who pay on time and encouraged tenants with arrears to clear them before Christmas.

Tenants of EHA pay their rent over 48 weeks, giving them two “rent free” weeks during the year, and another two “rent free” weeks at Christmas. The Housing Team works with tenants to help them avoid getting behind with rent payments, focusing strongly on preventative measures and early communication to avoid problems in the future.

With only 0.89% of tenants in arrears, the Association is well ahead of their 2007/08 target of 1.4% arrears and remains one of the lowest rent arrears in the country.

Emma Harrison, Housing Officer at EHA said “We are a not for profit organisation, so paying rent on time is very important for our cash flow. Rent money is used, amongst other things, to maintain our properties and make sure void (or empty) properties are re allocated quickly. Our tenants know that by paying their rent on time they are helping us to continue delivering an excellent service to all our communities.”

In the weeks leading up to Christmas, the Housing Team contacted their tenants to inform them about the free prize draw and the opportunity to win a luxury hamper worth over £50. The hamper came from Carlton Farm Shop – a local food supplier who also kindly included a generous donation. The winning tenant was randomly selected from all the tenancy numbers that were up to date with their rent. Mr & Mrs Hutchinson from Brentfield Way, Penrith were the lucky couple to win the hamper and they collected it from Emma Harrison at EHA’s Head Office at Blain House in Penrith.

Mr and Mrs Hutchinson were surprised and delighted to win the hamper. Mrs Hutchinson praised Eden Housing Association saying “they’ve got a brilliant service for the rent charged and if all businesses were run like Eden Housing, then the country would be a better place!”

Ensuring tenants are up to date with rent payments remains one of the key tasks for the Association who continue to work towards keeping their arrears at less than 1%. Emma concluded by saying, “with the difficult economic climate, communication between tenants and ourselves becomes even more important. We are more than just a landlord and prefer to support tenants through difficult patches before rent arrears becomes an issue.”



Tenants wanting to find out more about how the team can help prevent rent arrears should contact Eden Housing Association on 01768 861400.

Pictured: Emma Harrison, Housing Officer at EHA presents a hamper to Mr and Mrs Hutchinson, who won the prize draw, organised to encourage tenants to pay rent on time.

For more information regarding this press release please contact Tracey Errington on 07799 640 290 or email [tracey@marketsense.net](mailto:tracey@marketsense.net)