



NottinghillLondon

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SALES SUCCESS FOR NEW DEVELOPER NOTTING HILL LONDON AIDS INCREASED INVESTMENT IN AFFORDABLE HOUSING AND COMMUNITY PROGRAMMES

Notting Hill London, the new private sales division of Notting Hill Housing Group, is delighted to announce that since its launch in March 2007 a total of £14 million has been achieved from private sales, which has been funded back into the group to aid affordable housing across London.

This impressive figure has been generated from the sales at Notting Hill London's first two developments, Whitechapel Depot and 661 London Road. The majority of this profit has been funded back into Notting Hill Housing Group to provide affordable homes and services for Londoners who need some help to get on in life, as part of the groups 'profit for purpose' campaign. In particular, the money has been used to fund greater numbers of affordable homes and projects, renewing estates and upgrading existing rental stock.

An example of this funding is the new affordable housing scheme situated in Belsize Park, NW4 near Swiss Cottage and South Hampstead tube station. Previously occupied by various commercial units including a car hire, car showroom and bathroom design shop, Notting Hill Housing Group has secured planning permission and started building on site a mixed use, mixed tenure development comprising 16 rental properties, 38 shared ownership and one commercial unit. The 100% affordable development will be a mixture of one, two and three bedrooms apartments located in a traditionally high value area of London.

The profit from Notting Hill London is also be used to help individuals through the Notting Hill Housing Group's Community Regeneration programme which covers all aspects of tenants' lives, from addressing living conditions to improving skills and employment prospects. This successful programme offers training, support and projects that encourage better lives and stronger communities, and in particular has helped Carena Lewis, a young client who had finished school and completed an NVQ level 2 in administration

Carena discovered Notting Hill Housing Group services through her sister and registered in May 2006, while she was completing a Job Centre course and a work placement. Once these finished signed up for the programme. While she was very comfortable doing a job search, she felt she needed more work experience. Carena completed the Notting Hill Housing Group's work placement form and looked at volunteering opportunities in administration and reception with one of the programmes advisors.

While searching for a work placement, a trainee vacancy with Notting Hill Housing Group's HR department became available. Carena was encouraged to apply as it offered her a great opportunity to develop her skills and career and in addition she was assisted on a receptionist/office administrator vacancy in another charity organisation.

The programme helped Carena complete an application form and showed ways to prove that she had the necessary skills for the roles, after which she was short listed for interviews with both organisations.

Carena came to interview preparation appointments organised by Notting Hill Housing Group where advice was given to her on how to perform well at interviews and tests and she also received help from Work Directions to purchase the appropriate clothing. Carena was finally offered the role of HR Trainee at Notting Hill Housing Group.

Carena Lewis said: "I think that the service Notting Hill Housing Group provides is great. The team was very helpful and supportive throughout the whole daunting process of finding a job and I would like to thank them for helping me along the way."

Peter Harris, Development Director of Notting Hill London comments: "Since the launch of our two sites Whitechapel Depot and 661 London Road interest has been high and we are delighted with the sales which have been achieved so far. It proves that there is a real shortage of reasonably priced, design-led homes in London. Through these private sales we are proud to be investing in more affordable housing, community programmes and back to work initiatives with the Group through our profits."