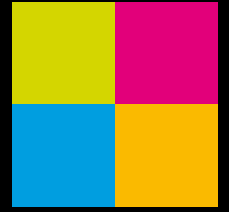


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Issue 1 • Spring 2008

**Exeter
Housing
Society has
changed
its name to
Cornerstone**



stone news

Housing People

Welcome to our bright new look

We are very pleased to be sending you our first newsletter announcing our transformation from Exeter Housing Society.

Inside Chief Executive Rick Williams sets out our reasons for changing and our planned growth.

We have a long tradition of working in Exeter and all our 1,000 plus homes are located within the City boundaries.

Now with the help of Teignbridge District Council we have secured an exciting new site and another opportunity working with East Devon District Council is in the pipeline.

The map shows the area in which we are keen to work and we are seeking opportunities.

Ottery St Mary



Dawlish



Comments from our Chief Executive...

On the 1st May Exeter Housing Society experienced a colourful transformation. At the end of last year the Board took the decision to completely re-brand the association because it was concerned that Exeter Housing Society's profile was not as high as it could be among the wider community and in geographical areas beyond Exeter where the association aspires to work. In order not to jeopardise our strong reputation for financial stability and high performance levels we enlisted the help of a local advertising group to help us research how customers and stakeholders view us.



Housing People



Rick Williams - Chief Executive

Armed with information gained from in-depth interviews with staff, tenants and other agencies that we work with, they started working with us on a new logo and marketing campaign in order to generate more opportunities for growth so that we can deliver more new homes for people who need them.

We have always been proud of the fact that we are a top performing housing association that continues to meet its challenging targets and it is extremely important to us that our new name of **Cornerstone** does not diminish our existing reputation. As well as maximising our chances of finding potential development sites beyond the Exeter area, we aim to continue to provide tenants with an excellent overall service and improve our 90% tenant satisfaction level.

We stress that this is only a change of name and corporate image. We remain an independent housing association with charitable status.



Mrs Payne of Foxhays receives her goody bag from Cornerstone Chairman Roger Norman.



The Executive Team and Board Members.

The Housing Corporation comes to Cornerstone

We were delighted to welcome Peter Dixon, Chairman of the Housing Corporation in London (pictured right with Rick Williams & Roger Norman), on our launch day to see the work of Cornerstone at first hand.

Then in the afternoon we launched the new name with prominent members of the business community.



The Launch Event



Anne Seaborne - Development Manager



Nicola Parnell - Development Officer

Latest Developments

1 Little Barley

Prospective residents have been viewing our latest development at Redhills in Exeter. Little Barley is a scheme of 8 x one and two bed houses and 2 x two bed bungalows with views over the city to the cathedral. This will be our first scheme completed under the new Cornerstone name.



2 Admiral Inn

Traditional carpentry and cob skills have been required for this sensitive conversion project. The listed former pub and barns will create 7 new homes in Alphington.

Completion due in November



3 Foxhayes infill

With land site at a premium making use of potential infill plots has been a key part of our development strategy. We regularly provide our Direct Labour Force with small plots suitable for 1 or 2 homes from within our current portfolio to build on.



4 Summerway

62 homes provided under design & build contract on the site of former Summerway Middle School, Exeter.



A copy of the latest Annual Report is available on request

For more information about our range of developments and refurbishment projects visit our website www.cornerstonehousing.net

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Housing People