



Westcountry Housing and Sovereign Housing Group working in partnership

4th June 2009

Stakeholders choose the future of Home2own, soon to be South West Homes

HomeBuy agency Home2own, managed by Westcountry Housing and Sovereign Housing Group in partnership, helps those living in the south west to get a foot on the affordable housing ladder.

Due to several recent changes, Home2own, which formerly operated across just three counties under Westcountry Housing management, is now:

- ❖ being provided in a new partnership
- ❖ covering a much bigger area of seven counties in the south west
- ❖ offering a broader range of affordable home ownership products

So the Home2own name needed a re-think and is to relaunch in August as “South West Homes”.

South West Homes was a name suggested by one of our business stakeholders at consultation forums we held at Dorchester, Bristol and Torquay. South West Homes is the local HomeBuy part-rent part-buy service for those trying to get onto the property ladder, after a competitive national tendering process.

South West Homes manager, Christina Minty, said: *“We are delighted that so many of our customers willingly gave their time and energy to help us through our rebranding process. It has meant that it has been an extremely affordable process, with consultation done by staff in the forums and a corporate identity developed from a survey we conducted with our customers. I am particularly pleased that our new name was chosen by a customer. We will launch the new website, logo and branding on 1st August.”*

Home2own, soon to be South West Homes, operates in South West (North Zone), South West (Peninsula), and South West (South East). Which incorporates Wiltshire, Gloucestershire, Bristol, Dorset, Somerset, Devon and Cornwall.

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The HomeBuy products continue to evolve to meet the housing crisis and the latest opportunities to buy a home include New Build HomeBuy, HomeBuy Direct, Open Market HomeBuy, Social HomeBuy, Resales, Rent to HomeBuy, Intermediate Rent and First Time Buyers Initiative.

Home2own has helped hundreds of people in the south west to get their first foot on the property ladder. South West Homes helps registered customers find a way into home ownership using the various Government-funded HomeBuy products.

Interview opportunity

Please contact the South West Homes managers, Graham Philips on [redacted] and Gwenda Beckley on [redacted], on 0300 100 0021 or christina.minty@home2own.org.uk

Notes to editors:

1. More information can be found at www.home2own.org.uk

2. The areas or 'zones' which South West Homes operates in are:

South West North – West of England HMA, Swindon HMA, Gloucester & Cheltenham HMA.

Peninsula – West Cornwall HMA, Plymouth HMA, Polycentric Devon and Cornwall, Torbay HMA, Exeter HMA and Taunton HMA.

South East – Bournemouth and Poole HMA, Weymouth and Dorchester HMA, Salisbury HMA and South Somerset and West Dorset HMA.

3. Westcountry Housing is a member of Westward Housing Group which provides more than 6,000 affordable, high quality homes and housing related services across Cornwall and Devon. The Group consists of Westcountry Housing and Tarka Housing.

4. Sovereign Housing Group is a significant provider of social housing in the south, owning and managing over 23,000 homes in more than 50 local authorities. The Group consists of Sovereign Housing Association, Twynham Housing Association and The Vale Housing Association. The Group has plans to develop up to 3,000 homes over the next three years for social rent or for low-cost home ownership.

5. HomeBuy Agents provide a one stop-shop service for all the affordable home ownership options in a given area (or zone) of operation. Details of the real help now being offered to house buyers, homeowners and businesses during the market downturn, including the various HomeBuy options, is available from www.direct.gov.uk

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