

16 August 2024

Dear Resident,

**Re: Sanctuary and Johnnie Johnson Housing**

In June 2023 we announced that Johnnie Johnson Housing and Sanctuary Housing Association (Sanctuary) were in partnership discussions. Following approval by both Boards, Johnnie Johnson Housing joined Sanctuary as a subsidiary on 29 February 2024.

The longer-term proposal is for Johnnie Johnson Housing to transfer all of its assets, liabilities, properties, tenancies, and staff to Sanctuary Housing Association on or around the 31 January 2025. From this point, Sanctuary will take over from Johnnie Johnson Housing. Legally this is known as a Transfer of Engagements.

A Transfer of Engagements would enable us to take advantage of being part of a larger group so that as much money as possible is reinvested into your homes and the delivery of high-quality services.

If the transfer takes place, once the process is complete, Johnnie Johnson Housing will cease to be a legal entity. By this point, services previously delivered by Johnnie Johnson Housing would come under the Sanctuary brand. Letterheads and staff ID badges would have the Sanctuary logo and Johnnie Johnson Housing's website and social media channels would close with residents being

 0345 305 5335

---

 [www.jjhousing.co.uk](http://www.jjhousing.co.uk)  
[general.enquiries@jjhousing.co.uk](mailto:general.enquiries@jjhousing.co.uk)

---

 Eden Point, Three Acres Lane  
Cheadle Hulme, Cheadle, SK8 6RL



redirected to Sanctuary's channels. To be as cost efficient as possible, changes such as signage would be rolled out more gradually.

For customers who have access to Astraline telecare services, there are no plans for this to change at this point and you will continue to see the Astraline brand however vehicles will be Sanctuary branded or unmarked.

We know that the heritage and history of our founder Johnnie Johnson is important to residents, and Johnnie's legacy will be commemorated in August 2024 when SSAFA (the armed forces charity) will be presented with a special donation in his name.

Sanctuary has a long history of supporting veterans. Over the past 20 years they have offered a range of support to those who have served in the Armed Forces, primarily through housing services. Sanctuary signed the Armed Forces Covenant in 2017 and are proud to have recently been awarded Silver status under the Defence Employers Scheme.

We understand you'll have questions about what a Transfer of Engagements may mean for you, and we've provided a set of Questions and Answers to give you more information.

We want to invite you to feedback on the proposed Transfer of Engagements and would be grateful if you could respond by midday on Monday 30 September 2024. Here are the different ways you can respond:

- Visit our website and complete an online feedback form
- Send us an email: [communications@jjhousing.co.uk](mailto:communications@jjhousing.co.uk)
- Call our Customer Experience Team on 0345 305 5335
- Write to us at Johnnie Johnson Housing, Eden Point, 3 Acres Lane, Cheadle, SK8 6RL

You can also join one of three upcoming Regional Meetings which will be held in person.

**Each meeting will begin from 10.00am until 12.30pm.** The dates and locations are listed below.

- Northwest Regional Meeting: Thursday, 19 September 2024 at Spey House, Stockport, SK5 6TD
- Yorkshire and Derbyshire Regional Meeting: Monday, 23 September 2024 at Finningley Lodge, Sheffield, S26 6SF
- Northeast Regional Meeting: Tuesday 24 September 2024 at Wansbeck Court, Bedlington, NE22 5BU

To book your place visit our website – [www.jjhousing.co.uk](http://www.jjhousing.co.uk)

Once we have received your comments, our JJH Board will consider your feedback as part of its decision making about the proposals.

Yours faithfully



Kathryn Fox-Rogers

Managing Director – Johnnie Johnson Housing