

## Notting Hill Genesis

### Growing our presence in London

- **Development type:** Extra Care
- **Housing association:** Notting Hill Genesis
- **Acquisition completion:** February 2023
- **Total number of schemes:** Eight
- **Total number of properties:** 487



In February 2023, Housing 21 successfully completed one of the biggest acquisition projects that has been undertaken in the Extra Care sector and significantly increased its presence in the capital.

A total of 427 Extra Care properties across seven London schemes were transferred to Housing 21 from Notting Hill Genesis. The move also included residents and 300 employees who continued to provide the same high-quality support, ensuring consistency in service to residents.

One month later, in March 2023, Notting Hill Genesis transferred an eighth scheme and an additional 60 properties to Housing 21. At the time, work to finish Minterne Apartments was not long complete and as such, the scheme was unoccupied.



At the time, Robert East, Director of Care and Support for Notting Hill Genesis, said: “We will miss the residents and employees when they transfer, but we know they are being left in safe hands and wish them all the best for the future. Our decision to transfer the services to Housing 21 followed a thorough selection process which involved our residents, and in the end they were the outstanding bidder.”

**“This transfer from Notting Hill Genesis is particularly exciting for us, as we expand into London, where there is a real need to improve and increase the provision of Extra Care housing for those older people who need it most.”**

- Tony Tench, Deputy Chief Executive of Housing 21