



10 March 2009

Louise Heads up New Care & Support Division at First Wessex Housing Group

Louise Cumberland has joined First Wessex Housing Group as Head of Care and Support, a new division which brings together the Group's care and support work to provide a leading role in the provision of services for older people now and in the future.

With over 18 years experience in social housing, including Head of Housing for Trafford Council, where Louise was responsible for Homelessness, supporting people and commissioning extra care sheltered housing schemes and Places for People managing a large portfolio of supported and sheltered housing services, Louise is more than ready to handle new challenges ahead in the development of this new division and ensure that the Group's care and support work is best placed for the future.

Louise said: *"I am delighted to be working for First Wessex Housing Group and look forward to working with a team that is focused on its core objectives, to provide high quality affordable housing, care and support services. The Group's leadership skills are impressive, motivated and directed, with a clear sense of vision and my aim is to build upon those credentials in order to bring focus, clarity and vision for care and support in Hampshire."*

During the next three years, Louise is looking to raise the reputation and profile of the new Care and Support division within First Wessex throughout the Hampshire region, whilst achieving growth in the current provision of available services, demonstrating excellence and innovation in all areas.

Louise commented: *"I want our partners, stakeholders and commissioners to recognise the Group as an organisation with a 'can do' attitude that can be looked upon for ideas and solutions – this is a time of great opportunity and development in order to influence the future."*

Ends

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Notes to Editors

First Wessex Housing Group manages around 17,000 affordable homes primarily in Hampshire and with some activity in Surrey.

The group comprises Atlantic Housing Limited, First Atlantic Housing, Pavilion Housing Association, Portsmouth Housing Association, Fernhill Care Limited and Wessex Property Limited.