



Arlington

Press release

For immediate release

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One Housing Group unveils exciting new brand and vision for Arlington

One Housing Group (OHG) is delighted to unveil a vibrant, dynamic new brand and vision for Arlington, Camden's legendary hostel for homeless people. The colourful new brand, as shown above, has real impact and is reflective both of the Arlington's history and its ambitious plans to become a world class housing and enterprise centre for the 21st century.

Whilst the "A" shape and tiled nature of the brand reflects the building's gothic architectural style and distinctive arches, the mix of colours represents the different elements that Arlington will bring together, including 95 high quality units for homeless people, 35 sub market rent flats and 3,000 m2 of exciting social economy and training space.

Modelled on New York's *Times Square* formula, Arlington's programme of refurbishment will deliver a contemporary building with a modern, inspiring design which aims to raise people's aspirations and leave them feeling uplifted, positive and able to tackle the challenges facing them.

Kevin Beirne, Group Director of Housing Care and Support at One Housing Group, said: "We are delighted to unveil Arlington's exciting new brand, which reflects our vision for this scheme to transform the UK's approach to homelessness, housing need and employment for people who have had difficulty accessing work."

"We look forward to officially opening the new Arlington later this year following the completion of the refurbishment, which has been made possible thanks to substantial

government investment.”

Ends

For further information please contact Fiona Crook at One Housing Group on 020 7428 4107 or by email: fcrook@onehousinggroup.co.uk

Notes to Editors

Arlington is located on Arlington Street in Camden. The scheme has benefited from substantial investment from Communities and Local Government (CLG) of £12.8m under the Hostels Capital Improvement Programme (now known as the Places of Change Programme, managed by the Homes and Communities Agency). This is the largest scheme in this national programme.

Camden Council approved planning permission for the refurbished development of Arlington House in October 2007 and provides Supporting People funding to the hostel. Once refurbishment is complete Arlington will provide 95 hostel spaces and 35 intermediate rent units.

One Housing Group currently manages over 12,000 homes in 26 local authorities across London and adjacent counties, with over 2,700 homes in the development pipeline. These include shared ownership schemes; intermediate rent homes for key workers, affordable rented homes and homes for outright sale

One Support is the Group's housing care and support arm. With a reputation for providing high quality modern supported housing and services, One Support has been the biggest developer of supported housing in London for the last 5 years.

Visit www.onehousinggroup.co.uk, www.camden.gov.uk, or www.homesandcommunities.co.uk for further information.