

# Logical step for Gentect

**H**ousing delivery alliance Gentect Homes has changed its name to Logic Homes. This coincides with new funding through social investment agency Presentation, which becomes the organisation's eighth equal shareholder. Logic describes itself as a

"development agency organisation" involved in delivery of mixed tenure housing. Other shareholders include housing associations, constructors, developers and architects. Logic claims centrally managing partners as one organisation "helps to remove the duplication of processes and

minimises development risk".

Steve Coleman, director of development at founding housing association shareholder Genesis Housing Group says the idea behind the Logic Homes alliance "is the bringing together of like-minded organisations to strengthen the

development process". The change in corporate identity and the widening of the organisation's shareholding, he adds, "will make Logic Homes an attractive partnering option for other housing associations, particularly smaller ones wanting to develop new homes and maintain independence."