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The logical evolution for Gentect Homes

Gentect Homes have announced the arrival of the social investment agency Presentation as the organisations eighth shareholder.

Presentation's arrival is reflective of Gentect Homes' future growth strategy which also includes plans to bring in strategically compatible organisations from the housing industry as Associate Partners to participate in their unique partnering alliance.

Consistent with the evolution of Gentect Homes' growth, the company have also announced their decision to change their name to Logic Homes.

The arrival of Presentation and the change of corporate identity will act as a platform for Logic Homes to attract housing associations and other housing sector partners to join as Associates, further establishing themselves as an uniquely inclusive organisation, and leading the way for the future development of Logic Homes.

Ken Freckleton, the Chairman of Logic Homes stated "The introduction of Presentation to our shareholding is representative of the evolution of Logic Homes".

"Our successful alliance approach continues to challenge the traditional approach to housing development. It is our continued efforts to improve our efficiency and streamline our delivery process that attracts large players in the housing industry such as Presentation. We are delighted about their arrival, the expertise they can bring and the changes it signifies for Logic Homes and its continued growth".

Mohni Gujral, Chief Executive of Presentation, added "Investment in improving communities is at the heart of Presentation's core values and Logic Homes' focus on creating sustainable communities through shared knowledge and improved efficiencies was fundamental to our decision to join their partnering alliance".

"We are looking forward to collaborating with Logic Homes and becoming part of a unique and innovative alliance that is paving the way for housing development both now and in the future".

Genesis Housing Group, the founding housing association shareholder of Gentect Homes have welcomed the opportunities for expansion that the addition of Presentation to Logic Homes will bring.

Steve Coleman the Director of Development for Genesis Housing Group said "The principles 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 our shareholding will now make Logic Homes an attractive partnering option for other housing associations, particularly smaller ones

who want to develop new homes as well as maintain their independence. Logic Homes provides the support and resources to enable this to happen."

-Ends-

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Notes to Editors:

Logic Homes is a development agency organisation specialising in delivery of mixed tenure housing. Made up of eight equal shareholders comprising housing associations (registered social landlords), constructors, developers and architects, their innovative partnering alliance represents a unique approach to the development of mixed tenure housing in which all of the traditional stakeholders in the process are centrally managed as one organisation from the outset to help to remove the duplication of processes, minimise development risk and guarantee delivery.

Gentect Homes was recently commended in the ODPM's Design for Manufacture competition and was also one of only seven private sector developers who successfully bid for funding in the National Affordable Housing Programme 06/08.

Allenbuild Ltd is a wholly owned subsidiary of Renew Holdings PLC. Operating within London and the Southern Home Counties Allenbuild has built an extensive track record of both design and build, traditional and partnering forms of contracts within the affordable social housing, commercial, health, education and special works sectors.

bptw partnership is an award-winning, architecturally led practice providing multi-disciplinary services. The practice is dedicated to creating sustainable places to live, work and play. bptw partnership has an established reputation for delivering outstanding large-scale regeneration developments, new housing schemes, mixed use developments and urban designs and master plans that are upheld as exemplars for sustainable, responsible and creative architecture.

Durkan Ltd is a true community contractor operating within London and the South East. A long established construction group, their prime focus is on affordable housing, with a wealth of experience in estate regeneration housing development

and property investment – their private sale development being facilitated through Durkan New Homes. To all sectors Durkan bring a proactive, problem solving approach, honesty in their dealings, a commitment to quality and a strong community and resident focus.

Genesis Housing Group provides homes and services to tens of thousands of people across London and the south east. The Group consists of PCHA, Sutherland, Pathmeads and Springboard housing associations. They also have in their Group a charitable foundation, Genesis Community. Genesis are one of the largest and most successful housing groups in the UK, owning and/or managing over 45,000 homes. Their overriding aim is to put their customers first and provide excellent service to all.

Hill Partnerships provides a full range of construction services, working with registered social landlords throughout London, the South East, East Anglia, East Midlands and the South West. One of the leading names in the provision of affordable housing in the UK market, their reputation has been built through embracing modern methods of construction (MMC) within various developments covering a variety of tenures. Hill Partnerships private sale developments are facilitated through Hill Residential.

McCann Homes Ltd is a family run business that has earned a strong reputation for the delivery of very high standard houses in both the sale and affordable housing markets. McCann Homes has developed a diverse mixture of property developments ranging from sale, retail, private health and all types of affordable housing including shared ownership and key worker homes.

Presentation is one of the UK's leading social investment agencies. They provide affordable, award-winning housing and a range of community programmes in London, the south-east and Northamptonshire. They aim to revitalise communities through social investment and strategic partnerships. Presentation and its subsidiaries provide general needs and key worker accommodation, community investment and in-home care. Their work is based on the principles of self-help, design excellence and sustainability. Presentation believes that a holistic approach is essential to building thriving communities.

SHP, a division of the GHM Consultancy Group, provides a unique and tailored service to the affordable housing sector. It has gained a reputation for effective and commercially aware solutions. SHP works in partnership with private developers, Local Authorities, Registered Social Landlords and other institutional landlords in the development, finance and management of existing and proposed housing projects. Being part of the GHM Consultancy Group, SHP offers a full range of specialist services from site selection, design, planning and finance through to implementation, project management, monitoring and project completion.