

Date: 25 March 2010

New Year, New Look For Kingfisher HVHS

On Thursday 1 April north Hampshire's largest housing association, Kingfisher HVHS, will be having a makeover and be rebranded as Sovereign Kingfisher.

Currently operating throughout the whole of Hampshire, with offices in Basingstoke and Winchester, the newly branded Sovereign Kingfisher will continue to provide quality services to its residents. Residents can be assured that they will continue to receive their services from the same staff and will see no real change, except in the name of their landlord. Sovereign Kingfisher's legal name remains that of Kingfisher HVHS Housing Association Limited.

The new Sovereign Kingfisher brand is the latest part of the Sovereign Group to be rebranded after the amalgamation of Sovereign and Kingfisher HVHS Housing Association in July 2009. Sovereign Kingfisher joined the Sovereign Housing Group as its fourth partner member, alongside Sovereign, Twynham, and The Vale Housing Associations.

Carol Williams, Managing Director of the newly branded Sovereign Kingfisher, commented "The new Sovereign Kingfisher reflects the cohesive approach to communication and behaviour that helps all parts of the Sovereign Group to maintain a professional image in the minds of residents and partners. Importantly, the cost of the new brand design will soon be recouped as a result of a new approach to materials management, permitting onward cost savings."

The Sovereign Group encompasses more than 30,000 homes across the south and west of England, making it one of the country's largest housing groups.

www.sovereign.org.uk/kingfisher

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Notes to Editor:

- *The Sovereign Housing Group is made up of five charitable associations: Kingfisher HVHS Housing Association Ltd, Sovereign Housing Association Ltd, Sovereign Housing Group Ltd, The Vale Housing Association Ltd, and Twynham Housing Association Ltd - plus their subsidiaries.*
- *If you would like more information, please contact Debbie Down, External Communications Adviser for Sovereign, on 01256 302307, or email debbie.down@sovereign.org.uk.*