



We've changed

From Red Door Ventures
to **Populo Living**

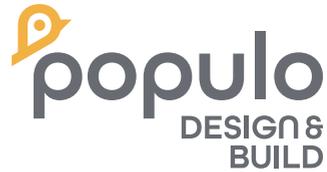


Making Newham home

We've changed our names

On 23rd June 2020, we became known as **Populo Living** – this company manages everything that Red Door Ventures did, including our private rental properties and tenants.

Populo Living is a family of organisations. If you are a resident in our high-quality affordable housing, you will be looked after by **Populo Homes**. If you are a contractor or commercial partner, you will be working with **Populo Design & Build Ltd**. Read on to find out why.



Our new logo comprises two elements: the name 'Populo Living' taken from the original East Ham Council motto: **“Progressio cum populo”** (“progress with the people”).



The second element is the 'Populo Redstart' icon – representing the people who choose to settle in Newham and make it their home. It's based on the protected **Black Redstart bird**, which chooses to nest in Newham (see page 6).

Why are we doing it?

We started life as Red Door Ventures in 2014 - a company wholly-owned by Newham Council. Our original job was to build homes for the private rental market, generating income for the Council.

Since October 2018, we've had a broader role. The new Mayor Rokhsana Fiaz tasked us with tackling the serious shortage of genuinely affordable homes - with 27,000 people on the waiting list and 5,000 in temporary housing. We are onsite now building 227 homes across 13 council-owned sites, on course to have over 1,000 new homes underway by March 2022. We are backed by new investment, including £107m from the Mayor of London.

We're becoming a registered social housing provider, with profits invested straight back into homes for Newham.

So why the name change?

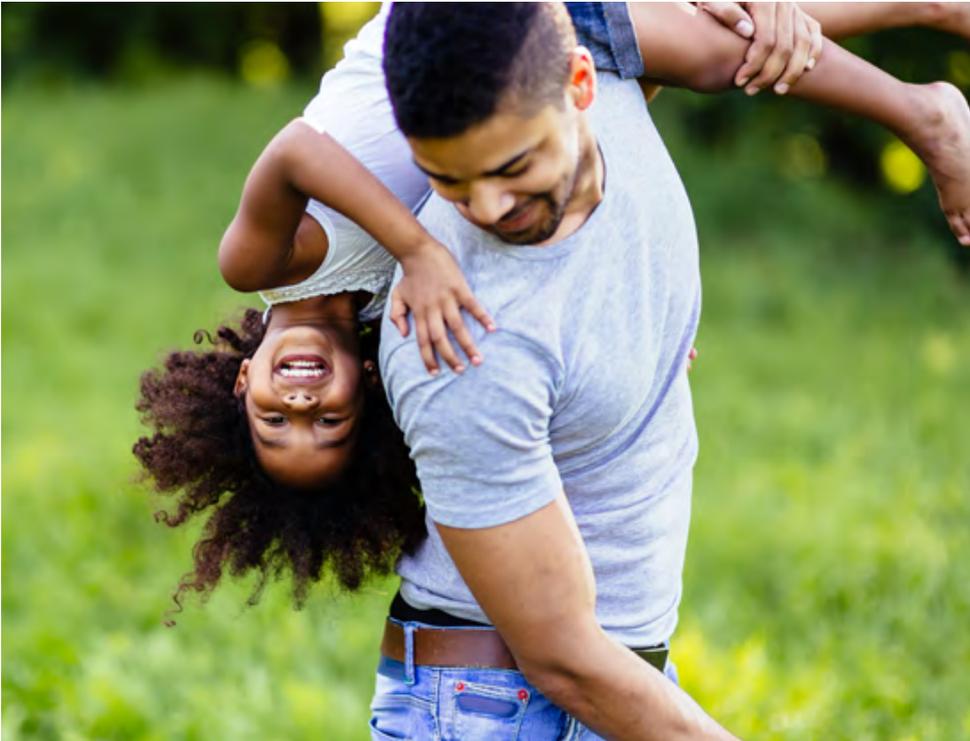
Our new name and identity makes it clear what we do, how we do it and why we do it. That we listen to, understand and engage residents at every stage. We put the community first, designing homes with people and addressing their needs.



Making Newham home

Our promise is clear

We will make Newham home for everyone, whatever their background. We build high-quality, energy-efficient and sustainable homes which people are proud to call their own, creating new communities and improving existing ones. We have excellent standards of design, whether it's homes for private or affordable rent. With the support of Newham Council, we are committed to making local people's lives better now and in the long-term.



Frequently asked questions

Where did the name ‘Populo’ come from?

Newham was created in 1965 by joining East Ham, West Ham, North Woolwich and a part of Barking. East Ham’s motto was “Progressio cum populo”, a Latin phrase meaning “Progress with the people.” Our new name reflects the fact that we are now totally focused on making Newham home for everyone who wants to live here, and to do that we need to work with the people of Newham.

Why is there a bird in your new logo?

The bird was inspired by the Black Redstart, a protected bird that chooses to nest in Newham. It represents the people who choose to make Newham their home.

Will this change who manages my home, or my project?

No – the change is to our name, and to make it clear that our focus as an organisation has changed.



Main Contacts

We have a whole team of people dedicated to making Newham home; you can find them on our website. If you have any questions about our work, our new vision and our new name:

Call us on 020 7112 7564

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