



Women's  
Pioneer Housing  
Est 1920



# Brooke House

Homes for Essential Workers



# About WPH

Women's Pioneer Housing (WPH) is a small housing association based in West London. We believe that every woman deserves to have access to a safe, secure, good quality and affordable home that enables them to live a good quality of life.

## Essential Worker Scheme

Our Essential Worker Housing scheme, is a new affordable housing offer, designed to specifically help single middle-income women, working in essential services in London, who are finding it hard to afford to rent a home that suits their needs and access local employment. We know that many women providing vital services are struggling to find homes they can truly afford close to where they work and this scheme is here to help.

The homes will be high-quality 1 bed apartments offered at rents linked to middle income earnings. Rents (including service charges) will be no more than 80% of the market rent value but may be lower depending on location. This means that homes will remain more affordable than renting privately.

# Who are Considered Essential Workers?

We welcome applications from single women working in a wide range of essential roles, including:

- **Healthcare & Social Care:** Doctors, nurses, care home staff, social workers, support staff and those in Health and Social Care operational roles such as office administrators or HR.
- **The Third sector/ Not-for- Profit:** Charities, social enterprises and community groups to deliver social, environmental or cultural wellbeing.
- **Public Services & Local Government:** Sanitation, waste disposal, local/national government staff.
- **Food & Retail:** Production, processing, and distribution of food and essential goods.
- **Public Safety & Security:** Police, firefighters, border control and Transport Police.
- **Transport & Logistics:** Workers moving people and goods, including TFL workers.
- **Utilities & Communications:** Staff maintaining power, heating, water, broadband and other essential infrastructure.
- **Education & Childcare:** Teachers, classroom assistants, school administrative/support staff and childcare providers.

# Eligibility Criteria

## To apply, you must:

- Be a single woman who lives or works in the London borough of Ealing
- Be able to afford the rent which must not exceed 45% of your income/take home pay.
- Be earning less than £60k per year
- Be able to pay one month's rent in advance
- Have the right to rent in the UK, proven by possession of British/EU/EEA Citizenship or a valid UK residency visa

***For Wheelchair accessible units, please provide confirmation of your need for accessible Housing.***



## You must not:

- Be able to afford a similar home in the local area through Shared Ownership or on the open market
- Already own a property or be in the process of buying
- Have a household income that exceeds £60,000
- Have an adverse rental history, for example, rent arrears or damage to a property
- Have a history of bankruptcy, county court judgements (CCJs) or Individual Voluntary Agreements (IVAs).

# FAQs

## **When can I move in?**

This will be discussed and confirmed with you once your application has been assessed and accepted. The building will be ready for occupation in April 2026.

## **What is the rent/service charge?**

To be confirmed.

## **Will furniture be provided?**

No, all properties are offered unfurnished.

## **Can my partner be on the tenancy agreement?**

No. As a provider of Housing aimed at supporting single Women we only offer tenancies to a single woman.

## **Can I live with my partner?**

Our tenancies are for single women in London only but with prior permission from WPH your partner could live with you providing we have no reason to refuse this. They will not be added to the tenancy.

## **Do I have to live or work in Ealing?**

Yes. Brook House is affordable housing for those who live or work in Ealing. Confirmation of this can be provided with written confirmation of your employer, or two proof of address documents. For information on proof of address documents that may be accepted please [see here](#).



# Register your Interest

If you are interested in our Essential Worker Housing program, please confirm your interest below.

<https://forms.office.com/e/synasFxwP9>

We will review registered interest, and should you meet our initial eligibility requirements we will invite you to make an application.

You can also scan the QR code below to register your interest.

