

PRESS RELEASE

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Makeover for Millbrook

Handy Andy was nowhere to be seen, but one area of Tameside has been transformed by New Charter.

Shops on Huddersfield Road, Millbrook were fronted by a wasteland that was a real eyesore for the village and for passing motorists using the B6175.

But now a smart new landscaped area provides parking spaces for shoppers and the outlook is bright for the local shopkeepers.

The project was originally designed by Tameside Council, but went on hold when nearby council homes transferred to New Charter as part of the Big Switch in 2000. The Council finally sold the shops and the land to New Charter last year, and the landlord resurrected the improvement scheme. Part of the sale conditions meant the Council provided the funding which it had reserved for the work over three years ago.



The shops are in the Millbrook Conservation Area declared in the 1970's and work could only go ahead after careful consideration by the planning department. All materials used were selected in conjunction with the Conservation Officer to blend in with nearby stone terraced homes.

Local firm Longendale Construction carried out the removal of the original forecourt and rebuilding work, which cost over £55,000. "Now it's completed, it's easier and safer for people to stop and use the local shops", said Simon Wild who runs a bicycle sales and repairs business. "It certainly raises the profile of these local businesses".

Steve Nettleton, New Charter's Director of Property Services added, "All our evidence from customer surveys tells us the condition of the environment is really important to residents. We are looking at ways of increasing our spending on this type of work and I'm pleased it's such a hit locally".

NOTES FOR EDITORS

1. New Charter formed in 1999 as the new landlords to own and manage nearly 16,400 properties transferred from Tameside Metropolitan Borough Council in Greater Manchester. With a turnover of £49million a year and a workforce of almost 800, New Charter is one of the twenty largest Registered Social Landlords (RSL's), and is regulated by The Housing Corporation, a Government watchdog.
2. The project was managed by New Charter's Asset Management Team.

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business for neighbourhoods