

# PRESS RELEASE

25th November 2003

## e-Newsletter launched

New Charter launches another innovation today.

The new e-mail newsletter from New Charter aims to keep its tenants right up to date with news and happenings across the landlord's business as well as items further afield. With a planned monthly issue, it provides tenants with links to the New Charter website and other websites with information and opportunities for tenants.

Items in the first issue include links to grants for community groups, news about employees, advance news about events in 2004 and information about new homes under construction.

Ian Munro, Group Chief Executive commented, "New Charter is keen to use all means to communicate with customers. We already have extremely high satisfaction ratings from



tenants about keeping them informed. E-mail is a growth area that has revolutionised business, and we want to use this for the benefit of customers”.

## **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 most recent independent tenants survey (January 2003) showed that 82% of our customers thought New Charter was ‘good’ at keeping them informed. See the full results on our website [www.newcharter.co.uk/corporate](http://www.newcharter.co.uk/corporate).
3. New Charter has posted six newsletters (“New Charter News”) to its 15,500 tenants in the last twelve months. The new e-mail newsletter will be sent each month to those choosing to subscribe. It has a different content to the printed newsletters, and includes links to other websites of interest to local tenants.
4. Complete contents of e-newsletter -
  - Welcome
  - Free light bulbs from New Charter
  - Next tenants survey
  - Grants available
  - Weekly news
  - iN business for neighbourhoods
  - Winter grounds maintenance programme
  - Collect your handbook
  - New homes at Penny Meadow
  - Headquarters update
  - Preview of next newsletter
  - New tenants - latest survey results
  - Employee awarded best in class
  - Ideas for a name

## **CONTACTS:**

**David Rigby or Paula Thomas - New Charter Publicity 0161 331 2000**

**ENDS**



**business for neighbourhoods**