

PRESS RELEASE

27th January 2004

Fifteen minutes of fame



Photograph of resident being interviewed available

Some older tenants of New Charter will share their memories of growing up when they appear on BBC Radio 4's "You and Yours" programme tomorrow (Wednesday 28th January 2004).

The BBC contacted New Charter to help them get the interviews they were seeking. The programme makers are hoping to contrast the attitudes of the elderly and of younger people to debt. The theme of debt is running through several of the BBC's television and radio programming that day.

Michelle Lyon from Radio 4 met local tenants in the communal lounge at Grange House, a sheltered housing scheme on Pendle Road in Denton. Some of the women were there as it was hairdressing morning at Grange House. Michelle was able to speak to several



residents about their recollections of being brought up with little money and often little material goods. Michelle also asked residents their opinion about credit cards.

One of the tenants, Mrs Edna Byrom who lives nearby, recalls being brought up with little money in the family. Like the other tenants interviewed, she saved before she could buy the major purchases in life – a three-piece suite, a manual washer – and would never have borrowed. “Some people did pawn their wedding ring or their suit on a Monday to tide them over till the weekend” said Elsie. “But that was to get a bit of money for the essentials like food. People didn’t borrow to buy luxury items like they do today”. Other tenants told the programme of the strictness of their upbringing, and that debt was frowned on.

It’s not the first time residents of Grange House have had a starring role in the media. Last May, some appeared in a video commercial for New Charter, which is showing at New Charter’s four shops in the area and the website, www.newcharter.co.uk

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 Radio 4 programme “You and Yours” is broadcasting on Wednesday 28th January 2004 between 12 and 1pm. The BBC has labelled this “Debt Day”.
3. Residents interviewed were Edna Byrom of Keddleston Walk, and Elsie Parkin and Peggy (Rebecca) Stainrod of Grange House.



4. Our photograph shows Mrs Edna Byrom interviewed by Michelle Lyons of BBC Radio 4.
5. Engaging customers in everything we do is part of New Charter's response to the **iN business for neighbourhoods** campaign. Our commitment to customers is to involve them at all levels within the business.

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