

# PRESS RELEASE

25th February 2004

## What a Bright Idea!



**Photographs available at 300 dpi resolution – tenants surrounded by boxes of light bulbs**

**Local New Charter tenants have more energy, thanks to new light bulbs donated by British Gas.**

New Charter and British Gas have teamed up to give 60,000 energy-saving light bulbs to its customers and distribution has already started. The bulbs are FREE, saving tenants £15 over shop prices!

What's great about the bulbs is that they only use a quarter of the energy of a normal bulb\* and could save around £5 each year on electricity bills. They can last up to 12 times longer than a normal bulb - that's a saving of around £60 over the lifetime\*\*.



This generous offer is available to New Charter's 15,000 tenants and will help make their budgets go further. That's one of the many benefits of being a New Charter customer.

New Charter certainly is in the business of neighbourhoods; it has already teamed up with British Gas to tackle household poverty in Tameside through the energy supplier's £150million **here to HELP** initiative which brings together social housing providers and seven major UK charities.

Kevin Mahoney, Principal Planning Officer at New Charter, said: "This partnership working has proved very successful with British Gas. We're reducing electricity bills for tenants and cutting electricity consumption - very green ideas - which we welcome as a Group".

Linda Dixon, British Gas Community Energy Manager in the North-West said: "We're delighted to be able to give the tenants the opportunity to save money knowing they'll be helping the environment as well."

## **NOTES FOR EDITORS**

\* Source: Energy Saving Trust

\*\* Lightbulbs supplied are energy efficiency class 20W. Based on electricity savings of £4.90 (20W) when used for 3 hours per day for 1 year when replacing a conventional 100W filament (20W) light bulb. The total energy savings are 87.6kWh @ 5.6p/kWh, which is £4.90 a year for the 20W light bulb (Source: Osram). This assumes 12 years lifespan, if used for 3 hours per day. The average lifespan is 15,000 hours (20W). The higher the average daily use, the higher the savings per year (although the service lifetime of the light bulb is reduced).



1. The light bulbs are distributed to tenants on completion of gas servicing, meaning it will take twelve months for all households to receive them.
2. 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.
3. **iN business for neighbourhoods** is a major new campaign, through which housing associations and companies across England are demonstrating the positive difference they make to people's homes, communities and quality of life. New Charter is one of over 360 housing companies and associations supporting the initiative. Partnership with British Gas is part of our response to the **iN business for neighbourhoods** campaign. Our commitment to neighbourhoods is to put them at the heart of everything we do. New Charter will work in partnership with local people, councils and other agencies, and will champion local needs.

#### **CONTACTS:**

**Paula Thomas or David Rigby - New Charter Publicity 0161 331 2000 or  
British Gas Press office 0161 829 2211**

**ENDS**



**business for neighbourhoods**