

PRESS RELEASE

20th May 2004

Death to dandelions!

Following the rather more public outbursts from President George W. Bush, New Charter has declared a war against weeds!

Like many other large landlords, we have many areas of grass to maintain and keep looking their best. Our quality inspection of sites and analysis of customer comments suggested the infestation of dandelions, daisies and other broad leafed weeds spoils the appearance of many sites, even with weekly cutting throughout the growing season.

With grounds maintenance partner, ServiceTeam, New Charter tried selective weed treatment of our land in Dukinfield last year, and the trial proved very successful. Now the rest of our neighbourhoods across Tameside will have the treatment.

“We’re always looking for ways of improving the appearance of our estates” explained Robin Bissell of New Charter. “Dandelions are a particular problem because they defy



mowers, as many gardeners know. We wanted to be sure the treatment will produce the improvement, as it disrupts our regular grass cutting service”.

The weed spraying began in Hyde last week after an intensive few days cutting all plots earlier than usual. The chemicals need around a fortnight to work, before we resume weekly cutting schedules.

“Unfortunately, a few days of heavy rain after the Bank Holiday interfered with our plans”, said David Griffin of local landscape architects, Trevor Bridge Associates who are retained by New Charter. “But grassed sites in Dukinfield are now being sprayed and the remainder of New Charter’s neighbourhoods will follow shortly”.

Spraying will be undertaken a second time across all sites in early autumn to achieve the best appearance.

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 chemical treatment uses Mascot Super Selective Plus (active ingredients – mecoprop-p, MCPA and dicamba), which is safe for subsequent users of treated land.
3. We will set up a photograph on request – probably in Stalybridge.
4. **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. We've made a commitment to neighbourhoods, customers and excellence. Our commitment to neighbourhoods includes working with local people and responding to local needs. For our customers, we promise to listen to them and respond to their views. New Charter will pursue excellence and improvement.

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