

# PRESS RELEASE

25th August 2004

## Investors in People awarded



Photograph of Group Chief Executive Ian Munro available

In business for just over four years, a group of five companies employing 800 people has been awarded the prestigious Investors in People accreditation.

New Charter Housing Trust Group formed 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 £57million a year, New Charter is one of the twenty largest Registered Social Landlords (RSL's), and is regulated by The Housing Corporation, a Government watchdog.

The Investors in People is a national quality standard which sets a level of good practice for improving an organisation's performance through its people. The standard is promoted by Investors in People UK - a public body whose main stakeholder is the Department for Education and Skills. The Investors in People Standard is awarded indefinitely, subject to regular reviews no more than three years apart.



**business for neighbourhoods**

New Charter's Group Chief Executive, Ian Munro was delighted. "The assessors were extremely complimentary of the approach we've taken in placing the customer first. Throughout the business, they heard and saw evidence that employees were intent on continually improving customer satisfaction. Our staff demonstrated great involvement in our business objectives and unanimously said their achievements were recognised, celebrated and rewarded. The assessors had little difficulty in recommending us for the standard. The IIP accreditation backs up what we know through our recruitment – people want to come and work for New Charter".

## NOTES FOR EDITORS

1. Over the past 12 years independent research has consistently shown that the Investors in People Standard provides real business benefits to organisations of all sizes and across the all sectors. There are currently over 34,000 recognised organisations in the UK employing over 27% of the UK workforce.
2. The Investors in People Standard is based on four key principles:
  - **Commitment** - to invest in people to achieve business goals;
  - **Planning** - how skills, individuals and teams are to be developed to achieve these goals;
  - **Action** – to develop and use necessary skills in a well defined and continuing programme directly tied to business objectives;
  - **Evaluating** - outcomes of training and development for individuals' progress towards goals, the value achieved and future needs.
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 420 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. New Charter aims to be landlord, employer and partner of choice.

## CONTACTS:

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

ENDS



**business for neighbourhoods**