

PRESS RELEASE

24th March 2005

Egg surprises!



Photo opportunity at Warne Avenue, Droylsden M43 7JR with tenants at 2.00pm Thursday 24th March 2005

Some of the best tenants of landlord New Charter in Greater Manchester have an Easter egg-s-tra surprise today (Thursday).

Residents from Warne Avenue and Pailin Drive in Droylsden were among 7000 customers enrolled in *thancs!*, New Charter's loyalty card scheme for good customers. New Charter checked and found the neighbourhood had one of the highest concentrations of *thancs!* cardholders, so decided to surprise residents with luxury chocolate eggs. Each egg was decorated with *thancs! from New Charter* in icing.

But there was another reason to celebrate. New Charter is five years old on Easter Sunday, March 27th, and has already made a massive difference to many tenants, homes and neighbourhoods across Tameside.



business for neighbourhoods

Group Chief Executive Ian Munro said: “This neighbourhood in Droylsden is one of many where our customers who pay their rent on time, behave in a neighbourly way and follow the spirit of their tenancy agreement. I’m delighted we can mark our fifth birthday as a business by springing this Easter surprise. **Thanks!** helps us do these extras to reward good customers”.

There will more good news for other neighbourhoods over the next few months. New Charter is developing the scheme to offer rewards which tenants can use to benefit their neighbourhood. “We want to recognise community spirit, and help good tenants to make living in New Charter homes more rewarding” said Ian Munro.

NOTES FOR EDITORS

1. New Charter took the whole council housing stock of Tameside Metropolitan Borough Council in Greater Manchester on 27th March 2005. With a turnover of almost £60million a year and a workforce of 800, New Charter is one of the country’s largest Registered Social Landlords, and is regulated by The Housing Corporation, a Government watchdog. It now owns 14,700 homes.
2. Launched in January 2005, the new reward scheme – **thanks!** from New Charter – counters the view that landlords spend all their time dealing with bad tenants. Some tenant incentive schemes are administratively costly to run, and focus on punishment and withdrawal of service. New Charter consulted its tenants, and found broad support for an incentive scheme that was simple to run and concentrated on thanking good customers – hence the name.
3. Qualifying customers receive a gold **thanks!** Card. Already 7700 tenants are enrolled in the scheme. Tenants must have a clear rent account (up to date with payments) and have kept to their tenancy agreement.
4. To become a **thanks!** cardholder, tenants of New Charter homes:
 - must apply to New Charter.
 - must have a clear rent account.

- must not have breached tenancy conditions.

New tenants must have satisfactorily completed their probationary period.

Tenants who are employees of New Charter are ineligible for individual benefits and prizes.

5. **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 400 housing companies and associations supporting the initiative. We've made a commitment to neighbourhoods, customers and excellence. For customers, we acknowledge they are the driving force behind our business. We are committed to offering them respect, choice and support.

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