

PRESS RELEASE

23rd May 2005

Kick Start



Photograph of Group Chief Executive Ian Munro with coach Frank Gittens and Sean Smith, team manager of Mossley Juniors FC

Football mad kids from Mossley can face opposition in a new team strip thanks to New Charter.

Our commitment to regenerating and sustaining local communities means we are keen to encourage youngsters to channel their energies productively.

Local sporting clubs already promote a healthy lifestyle and encourage youngsters to be involved in co-ordinated activities rather than congregate on street corners. New Charter is keen to help foster pride in neighbourhoods and a sense of belonging. These have consistently been shown to be successful in making young people a real asset to their communities.



The new black-and-white striped shirts are being sported by Mossley Juniors FC which plays its home matches at Egmont Street Playing Fields in the town. Recognising our sponsorship, Sean Smith and Frank Gittens of the club presented Group Chief Executive Ian Munro with a framed replica shirt. Our support builds on our previous assistance for the town's Mini-Olympics, a multisport event held last September for local youngsters.

Ian Munro said: "I'm pleased to be supporting Mossley Juniors, especially as one of our tenants' associations (*Micklehurst Estate Residents Association*) is involved in working with the youngsters in the town. Mossley is no worse or better when it comes to bored youngsters causing nuisance in an area, but the football club works hard to instil discipline and respect, while having fun."

NOTES FOR EDITORS

1. New Charter took the whole council housing stock of Tameside Metropolitan Borough Council in Greater Manchester on 27th March 2000. 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 14,600 homes.
2. **iN business for neighbourhoods** is a long-term project to improve housing associations' performance, and challenge negative perceptions of the sector and its customers. The project was launched at the National Housing Federation's annual conference in 2003. To date, 80 per cent of the sector's stock – over 1.5 million homes – is managed by associations who have joined the initiative and made fresh commitments to neighbourhoods, customers and excellence.

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ENDS



business for neighbourhoods