

PRESS RELEASE

28th October 2005

A Party for 40!



Photographs available of fancy dress

They say if you can remember the 60's, then you weren't there. But some of our older tenants partied with a difference to celebrate the 40th birthday of one of New Charter's sheltered housing schemes.

Over 30 elderly residents and staff of Gardenfold House in Droylsden held a 60's theme fancy dress bash in the afternoon - and defied their own years to double up on the celebrations by partying again in the evening. There was good food and entertainment all the way through.

Most of the outfits were made by residents and staff. Scheme Co-ordinator Denise Verrall of New Charter worked hard to get everything ready in time. With 12 years at Gardenfold, Denise has been there longer than any of today's residents.

Time hasn't stood still at Gardenfold since it was built by the former Droylsden Urban District Council in 1965. Since New Charter bought the scheme in 2000, there's been



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massive investment in renewing the building facilities, and the gardens are part of a Gold Standard maintenance service.

Tony Powell, Director of Tenancy Services at New Charter said, “We have 22 sheltered schemes across Tameside. Each one is unique, but offer similar services. Having fun is part of the package which comes with Sheltered Housing. For residents, there’s always an opportunity to make new friends if you want to. Everyone enjoyed the day and we wish them a Happy 40th Birthday.”

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. It now owns 14,600 homes.
2. New Charter has 22 sheltered housing schemes across Tameside. Gardenfold is the only one in Droylsden (located on Moorside Street) and comprises 33 one bedroomed flats, studio apartments and bungalows.
3. **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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