

PRESS RELEASE

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Academy awards at New Charter?



Pictures available

Tenants of Greater Manchester landlord New Charter were clearly used to leading roles as they starred in the making of a new film for the Chartered Institute of Housing (CIH).

On Tuesday and Saturday last week, tenants from the local federation helped present their stories of how housing is more than just 'bricks and mortar' to a film crew working for the professional body. The CIH's film is aimed at informing and influencing the Government's Spending Review in the next few months. Although some Cabinet Ministers have made positive statements in advance about the increasing importance of housing, the CIH wants to highlight how housing is linked to other key areas – and 'make the case for housing'.



business for neighbourhoods

New Charter was chosen, not least because of its groundbreaking involvement sponsoring a new Academy; a decision which is unlocking over £200m for school rebuilding in Tameside. Another landlord in Sunderland has today (Tuesday) announced it is to follow New Charter's footsteps in sponsoring an Academy.

Tenants narrated their experiences of financial inclusion and youth diversion work, as well as education. Ian Munro, New Charter's Group Chief Executive said: "Although independent of us, the New Charter + Tenants' Federation was willing and skilled enough to show how housing underpins many other government priorities. This will be useful profile for us nationally, but we will also want to show our footage locally to reinforce our message that we're **iN business for neighbourhoods.**"

There was a youthful theme to the filming with Droylsden school Littlemoss High providing some locations, and a featured football match between Waterloo and Mossley Juniors under-9s. Both teams are coached by tenants from the New Charter + Federation.

The film is set for release in June.

NOTES FOR EDITORS

1. New Charter formed in 1999 as the new landlords to own and manage homes transferred from Tameside Metropolitan Borough Council in Greater Manchester. 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. By incorporating Aksa Housing Association recently, the Group owns just over 15,100 homes.

2. The Chartered Institute of Housing (CIH) is the professional organisation for people who work in housing. The CIH is a registered charity and a non-profit making organisation.

It has over 19,000 members who work predominantly in local authorities, housing associations and the private sector in the UK and Asian Pacific.

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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