

PRESS RELEASE

10th April 2006

Chicken and Eggs dead heat at New Charter



Photograph opportunity at Cavendish 249, Ashton-under-Lyne

It's 20 metres high and smells of chocolate...it's the New Charter Easter Egg tower!

We appealed to our employees to donate an egg to stretch from the ground floor to the roof of our headquarters in Ashton-under-Lyne. The building has a central atrium which stretches the full height and runs almost the full depth. Staff responded magnificently and we had over 150 eggs to start the tower. One of our suppliers, Office Depot based at Ashton Moss generously gave two dozen eggs to help our effort.

The idea was hatched just three weeks ago and gave us some logistical problems to build. One of the challenges was the vibration from adjacent piling in preparation for the new



business for neighbourhoods

IKEA store in Ashton. But we scrambled our top scaffolding squad and now it's ready. Despite the bird flu scare, we invited *Charter the Cheeky Chicken* to help us mark the 'topping out'.

It's a good picture opportunity but there's a rather more important reason for the appeal. On Thursday this week (13th April) we will deliver these eggs to children who find themselves in difficult situations this Easter. We'll be delivering to Tameside Hospital, to our homeless families reception centres in Ashton-under-Lyne and Mossley, and to those visiting close relatives at Willow Wood Hospice.

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. Egg facts: the tower stretches over five storeys and uses 169 eggs to get to full height, with more at the base. Most popular donation is the Cadburys 'Buttons' Easter Egg.
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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