

PRESS RELEASE

10th May 2006

Bloomin' fun at Central



Picture opportunity in front of shops at Wellington Parade, Dukinfield SK16 4PF between 12noon and 3.30pm on Saturday 13th May 2006

One of the major routes through Tameside is set to be transformed this summer with a blaze of colour.

Tenants of New Charter's Central estate in Dukinfield are launching 'In Bloom on Central' on Saturday 13th May. They promise fun and flowers, as they transform the appearance of their neighbourhood - which sits alongside the A627 (King Street) - for residents and passers-by.

New Charter and its grounds maintenance contractor, Serviceteam, are providing free hanging baskets to residents on the estate to brighten up and lift pride in the area. Tenants will plant up baskets on the launch day; and the Youth Offending Team will work alongside New Charter to fix brackets to homes for the colourful displays.



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Next month, hundreds of blooming barrier baskets will be fixed to the walkways on the estate, and residents will maintain and replenish these. As well as contributing towards Tameside in Bloom, residents have also entered Central for a Neighbourhood Award in the Royal Horticultural Society's prestigious 'Britain in Bloom' competition.

Tenants have invited the Civic Mayor of Tameside, Councillor Jackie Lane as their special guest. As well as representing the Dukinfield ward, Councillor Lane is also an employee of New Charter. Other activities planned for the fun day include children's arts and crafts events, face painting, music, raffle with spectacular prizes, and plant sales. Organisations with stands include the Children's Centre, Greater Manchester Police, Tameside Patrollers, Community Safety Unit, Environmental Services and Tameside Blind Centre.

New Charter's Director of Tenancy Services, Tony Powell said: "This is just the sort of family event we are delighted to support. We worked with our tenants to decide priorities for the neighbourhood which included this floral makeover. Alongside the massive investment we have made to homes, we're pleased tenants are taking the initiative to make the area an even better place to live. It's yet another example of being **iN business for neighbourhoods.**"

The event is organised by the In Bloom Community Group (part of Central Residents Action Group) and is supported by New Charter Housing Trust Group.

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



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Corporation, a Government watchdog. By incorporating Aksa Housing Association recently, the Group owns just over 15,100 homes.

2. Central Residents Action Group would like to thank the following for their generosity: Dukinfield District Assembly; New Charter + Tenants' Federation; Granada TV; The Village Hotel and Leisure Club; Graham Austin Hair Design; The Civic Mayor of Tameside Cllr Jackie Lane; Maynes Coaches; Sunnit Studios, Oldham; Belle Vue Greyhound Stadium; Herb and Spice Restaurant; Saks Salon; William Jon Salon; Isle of Man Department of Tourism; Greggs the Bakers; Marie Christine Salon; Wilkinsons; and Chief Inspector Roby of Greater Manchester Police (Mounted Section).
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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