

PRESS RELEASE

29th June 2006

Game for some fun



Picture opportunities at GM Youth Games at Sportcity, Broughton Park and Belle Vue Athletics Centre on Saturday 1st July 2006 (see notes for editors below).

Tameside's young sports stars will be kitted out by New Charter as they represent the area in the 17th Greater Manchester Youth Games this Saturday.

The Games is a showcase of sport and arts development in Greater Manchester. Youngsters from 8 to 18 will represent the ten boroughs of Greater Manchester in traditional sports such as athletics and hockey to newer pursuits such as new age curling and tag rugby.

Much of the focus will be at Sport City in East Manchester where several senior staff and Board members will be on hand to encourage the local team's success. New Charter heads the English league table of large landlords for tenant satisfaction, so we hope wearing our name will spur the youngsters to victory.



The event aims to increase participation and develop young people through sport and arts. More engagement with youth has shown rich rewards in New Charter neighbourhoods. But it's not just about finding the next Freddie Flintoff, Tracey Neville or Paul Scholes. Taking part in structured sports and creative opportunities is as important as identifying and encouraging talented individuals for the future.

New Charter's Director of Tenancy Services, Tony Powell said: "This will be a real celebration of the work we are engaged in throughout the year, and we are delighted to support the Games. We worked alongside Tameside's Sports Development Team to make the Games a fantastic event for young people in our neighbourhoods. Alongside the massive investment we have made to homes, we've spent a lot of effort involving younger people and harnessing their talents. It's yet another example of being **iN business for neighbourhoods.**"

More than 2000 young people will take part in the Games which feature arts events for the first time alongside the sports timetable.

NOTES FOR EDITORS

1. <http://www.greatersport.co.uk/youth-games> provides full details including a press pack and accreditation details for press photographers
2. 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 Akxa Housing Association last year, the Group owns just over 15,000 homes.
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



business for neighbourhoods

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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