



PRESS RELEASE

12th July 2006

Young heads on old shoulders



Advance picture opportunity with tenant Mrs Janet Richardson at Kenyon House sheltered housing, Astley Street, Dukinfield SK16 4QD at 2.30pm on Thursday 13th July 2006.

Various picture opportunities across sheltered housing across Tameside (see schedule)

Life begins in sheltered housing!

And to prove it, older tenants from New Charter's 22 sheltered housing schemes will have events next week to mark Grey Matters Day (21st July).

Grey Matters Day is promoted by EroSH, the national consortium for sheltered and retirement housing, and celebrates the contribution older people have made and continue to make to our society. Keeping an active brain in later life is as essential as keeping mobile, eating healthily and exercising, as recommended by the Mental Health Foundation. Keeping minds active in later life can be fun, such as learning new skills, accessing the internet, or doing crosswords or puzzles.

Tenants of our sheltered housing are taking part in events as diverse as eating fish ("it's brain food") and chips, quizzes based on Telly Addicts and recollections of rationing in the 1940's.

See attached schedule for details.



business for neighbourhoods

Grey Matters Day
Events from 17th – 21st July 2006
at New Charter Sheltered Schemes

Scheme	Event	Date	Time	Co-ordinator	Who's attending?
Forrest Road, Denton	Healthy Living Project	6 weeks – started on 12th June – Monday 17th July	12.00 p.m. – 1.00 p.m.	Doreen O'Reilly	Cllr Margaret Downs, Cllr Walter Downs to chat on the benefits which older people give society. Stress course – then healthy lunch.
Pendle House, Denton	Reminiscence Afternoon	17th July	1.30 p.m.	Miriam Harlow	Councillors Walter Downs (newly elected) and Margaret Downs
Kendal House, Stalybridge	Telly Addicts brainteaser quiz	18th July	1.00 – 3.00pm	Gayle Greenwood	
Leesfield, Henrietta Street, Ashton	Bingo, quiz, raffle and refreshments	19th July	Evening	Lynette Trewartha	
Ryefield, Ashton	Recalling how people coped with the depression, the war, schooldays etc. They will bake a cake from the rationing cookbook. Memorabilia from 1940s – 60s	19th July		Carol White	To be confirmed.

Rufford Avenue, Hyde	Quiz and bingo followed by cream tea	19th July		Jean Bullock	MP for Stalybridge and Hyde invited.
William Ford House, Shaw Street, Longdendale	Food for Thought	21st July	5.00 – 8.30 p.m.	Mary Conley	VIPs to be confirmed.
Birchfield, Stockport Road, Ashton	Freedom of Movement and Healthy Living buffet	21st July	2 p.m.	Lynne Holland	David Heyes MP, Ian Williamson (Age Concern), Denise Bates (Age Concern).
Marsden Close, Mossley	Fun quiz and poem and bingo and raffle	21st July	2 p.m. – 5 p.m.	Joan Roberts	Mayoress of Mossley invited, to confirm attendance.
Richmond House, Stalybridge	‘Brain Power’ Game of trivial pursuit, followed by quiz on years gone by	21st July	2 p.m. – 4 p.m.	Doreen Careless	Ward Councillors invited

The press are welcome to come to any of our events. Contact our main switchboard on 0161 331 2000. Location details are on our website www.newcharter.co.uk

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. ERoSH is a charitable membership organisation of over 250 members of housing for older people (RSLs, local authorities and private developers) as well as related organisations, companies and individuals working with and on behalf of older people and the sheltered and retirement housing sector. See <http://www.shelteredhousing.org/>
3. Grey Matters Day celebrates:
 - the wisdom and knowledge of older people everywhere
 - the contribution older people have made and continue to make to our society and
 - the contribution that sheltered and retirement housing makes to the health and well-being of thousands of tenants and residents across the UK.
4. **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.

CONTACTS:

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