



PRESS RELEASE

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Aksa kicks off kit link



Pictures available

Now the fuss over the World Cup has subsided, Aksa Housing Association is flying the football flag with kit sponsorship of the Oldham Athletic Centre of Excellence under-13s team.

Aksa became part of the New Charter Housing Trust Group last November, but has been at the forefront of community cohesion in Oldham for several years. The landlord was praised in the recent Cattle report on progress made in Oldham since the rioting in 2001.

The football link is a first for Aksa, whose offices are in the town. The youth connection is appropriate as the landlord is 16 years old this year.

Tony Philiskirk, Head of Youth Development and Youth Team Coach at Oldham Athletic said "The timing of Aksa's generous support means we are able to take more teams to the prestigious (Ian Rush) Wales International tournament this weekend. We're pleased to link



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with a local business that shares our approach to engaging with and harnessing the energies of youngsters.”

Chair of Aksa, Aslam Khan was delighted with the link to the local professional club. “Oldham Athletic’s Centre of Excellence brings discipline and structure to youngsters, while having the fun factor of football as a great inducement to join in,” he said. “Aksa has been at the forefront of creating integrated communities and neighbourhoods. I’m confident that teaching values like teamwork and respect alongside techniques of tackling and passing are helping make Oldham a better place to live.”

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. Aksa registered with the Housing Corporation in 1990. Originally known as Oldham Muslim Association, the name changed to Aksa following the merger with Bury-based Dar-ul Aman Housing Association in 1995. Aksa now owns more than 650 homes in Oldham, Manchester, Tameside and Bury.
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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