

# PRESS RELEASE

20<sup>th</sup> September 2006

## It's all kicking off



Pictures available of England Homeless World Cup football team members at Tameside Housing Options Centre

Members of the England Homeless World Cup football team opened the new Tameside Housing Options Centre...with their feet.

The event marked the launch of the 'Opening Doors' initiative, a year-long partnership between New Charter Housing Trust Group, Tameside Council and the Big Issue in the North. A rolling roadshow will travel throughout Tameside, including conferences, school and workplace visits, exhibitions and drama. A football challenge match at the end of next month will form part of the initiative.

Footballers Paul Smith and Vinnie Barton arrived at the Tameside Housing Options Centre with their sights firmly set on improving England's woeful record in penalty shoot-outs. In a change from the usual plaque unveiling, Paul steered his first attempt into the corner of the goal net erected in front of the entrance.



Tameside Housing Options Centre is a service provided by New Charter Housing Trust Group for Tameside Metropolitan Borough Council.

## 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 £48million 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 over 15,000 homes.
2. The Homeless World Cup 2006 will take place in Cape Town, South Africa from 23<sup>rd</sup> – 30<sup>th</sup> September. 53 teams will take part, including England and defending champions Italy. England's two team members called in after their final training session at Manchester United's Carrington ground.
3. **iN business for neighbourhoods** is a long-term project highlighting housing associations' performance. As social businesses, housing associations do not make profit. They offer homes for rent and sale at prices local people can afford. Housing associations provide more than homes - they help create places where people want to live. Wherever you see the **iN business for Neighbourhoods** sign, something great is happening in the area. Housing Associations who display this logo are committed to their customers, the neighbourhoods they work in and strive for excellence in everything they do.

## CONTACTS:

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