

PRESS RELEASE

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Double top!



Photographs of Chair Ged Cooney and Group Chief Executive Ian Munro

For the second year running, New Charter has hit the target with customer satisfaction which puts us top of the English league table of large landlords!

An independent survey this week showed a staggering 92.8% of tenants now consider we are doing a good job. And more half of all customers said they were “**very** satisfied”. This puts New Charter at the top of the satisfaction league table for landlords with more than 5,000 homes.

Customers were also very pleased with the opportunities they have to participate in New Charter – 93.8% were happy, which is also the highest result country-wide.

These two headline results are important because every housing association has to publish them, allowing the comparisons to be struck.

Across the survey, the results show another remarkable improvement in satisfaction ratings from our tenants.

The repairs service was a big hit with existing customers, satisfaction increasing seven points to 89%. New Charter attracted high ratings for everything from appointments to tidying up after completing jobs. This is a double success, as almost all repairs are done by our own New Charter Building Company.

Tenants were really pleased with many of the improvements made to their homes. The initial decision by Boards to undertake elemental improvements to homes rather than wholesale modernisation was based on tenant opinion. And this has paid dividends, with almost half of all tenants reporting they felt safer in their homes because of this investment.



business for neighbourhoods

The improvements are clearly helping to create stable and sustainable communities, as less than 2% of tenants said they would like to move in the near future.

Four out of five tenants said New Charter rents were value for money. A separate survey by the Housing Corporation found New Charter rents were £6.50 a week cheaper than other housing associations locally.

Our ratings were above 95% for ease of contact, keeping tenants informed and our revenues (rent collection and recovery).

Chair of New Charter Housing Trust, Councillor Ged Cooney said: “We are entitled to celebrate with results like this. And it’s come as no surprise - every supporting survey we do throughout the year shows we are meeting or beating expectations. Everyone who works for us has contributed to this success, and it’s immensely pleasing to the Boards. I think the secret of our success is the way we have used customer opinion to change how we work. Our aim is now the treble.”

Group Chief Executive Ian Munro was also delighted. “Last year, we hit the top, but I promised staff and customers there would be no letting up on our desire to improve even further,” he said. “I’m very proud of the effort and hard work of our employees to become an excellent customer-focused business. Our commitment to being **iN business for neighbourhoods** is clearly pleasing our tenants. True, it’s getting harder to increase our ratings each year, but any business in any sector would be envious of these scores.”

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 just under 15,000 homes.
2. New Charter commissioned PH Research of Oldham to interview a structured sample of 1000 tenants. Fieldwork was conducted by telephone from 19th January to 11th February 2007. The maximum error range of this sample is +/- 1.32%. The survey is STATUS compliant. Full results will be posted on our website after presentations to tenants and Boards.
3. The 92.8% and 93.8% results were rounded to nearest whole numbers to compare to the satisfaction indicators for all housing associations published by the Housing Corporation on www.housingpis.co.uk
4. Satisfaction ratings are measured on a five-point scale (very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, very dissatisfied).

5. **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.

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