

PRESS RELEASE

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Copley Crew Cleanup Challenge

From grot spot to beauty spot - that's the transformation that's taken place in Copley in Stalybridge.

Young people in the area identified Stocks Brook as needing improvement when they joined up to take part in New Charter's Dreamscheme.

The Dreamscheme encourages young people to do light work in their neighbourhoods. They are rewarded with points which can be banked to pay for trips and other great days out.

Stocks Brook started out as a small clean-up project by the self-styled 'Copley Crew', but soon became one of their larger challenges. The area was massively overgrown and neglected, and attracted fly-tipping. Now, thanks to the young people it has become a focal point for Copley residents. The Dreamscheme kids have worked tirelessly during school holidays, Saturdays and some Sundays to make the area cleaner and safer. And as well as New Charter, the Crew have been helped at stages by grounds maintenance contractor Serviceteam, Greater Manchester Fire and Rescue Service, Groundwork Tameside, Stalybridge District Assembly, Patrollers and Cadets.

New Charter's Director of Tenancy Services Tony Powell said: "Our Dreamschemes are really making an impact in our neighbourhoods. By harnessing the energies of our younger residents, everyone benefits. Rewarding them with days out and adventure means more and more young people want to sign up. Residents see their own communities improving the neighbourhood. And we can see the difference with a decline in anti-social behaviour, and an increase in pride around the place."

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. The Dreamscheme idea is used by New Charter in several neighbourhoods as part of our regeneration work. It appeals to young people to take pride in their area, and harness their energies for the good of local people. The Dreamscheme rewards youngsters who do real works of estate improvement in return for trips to extend their social lives; and have fun!
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.

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