

PRESS RELEASE

Immediate release

25th May 2007

G'day! Neighbours in the Street at New Charter



Picture opportunities at New Charter's HQ, Cavendish 249, Cavendish Street, Ashton-under-Lyne OL6 7AT between 5.30 and 8.30pm on Tuesday 29th May 2007.

Picture opportunities at Street Party, Tudor Avenue Stalybridge from 2.00pm on Saturday 26th May 2007

The BBC may have just lost broadcast rights to popular Australian soap "Neighbours", but New Charter has a reason to party at its own version of Ramsay Street.

New Charter provides around 15,000 affordable homes across Greater Manchester. We have worked with our Tenants' Federation to organise the party as part of European Neighbours' Day, an annual celebration of neighbourliness that takes place across the whole of Europe.

Our main event is outside and inside our Headquarters in Ashton-under-Lyne. Unfortunately we can't guarantee Australian weather on the day! Our secure car park will be transformed with marquees. And to provide extra space, we will use the ground floor of our atrium ("the Street"). Entertainment will include fire-eaters, stilt-walkers, clowns and juggling acts, magicians and belly dancers. Singers include a Tom Jones tribute act, sure to be popular with the ladies. There will be a BBQ, and lots of activities for children, as the day falls during the school holidays.

We anticipate around 350 people will attend.

The party is all about strengthening our communities by encouraging neighbours to meet and get to know each other better. New Charter's Deputy Chief Executive Martin Frost



business for neighbourhoods

said: “We’re investing massive amounts of money to improve our homes, but making great neighbourhoods needs an added ingredient. Wherever people love living, great neighbours make the difference. We’re delighted that so many of our residents are joining us to have fun – after all, everybody needs good neighbours...”

Residents of Brushes estate in Stalybridge are getting their Neighbours Day in early! They will have a traditional street party on Tudor Avenue on Saturday 26th May, starting at 2pm.

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 15,000 homes.
2. European Neighbours Day is an international event. In 2006, it spanned 582 cities in 22 countries, with 6 million people celebrating the occasion on the same day. For 2007, the official day is Tuesday 29th May.
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:

David Rigby or Paula Thomas - New Charter 0161 331 2000

www.newcharter.co.uk

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