

PRESS RELEASE

Immediate release

29th May 2007

Celebrity lookalike gatecrashes new homes opening



Pictures at official opening of development available

New Charter opened its latest housing development – and attracted more than just the usual hard hats and suits...

A lookalike Ugly Betty (made famous by the hit Channel 4 series) turned up to add extra glamour to the attractive 13 home development for rent.

The homes are built on former garage plots at Redesmere Close, Pickmere Close and Tatton Mere Drive in the centre of Droylsden. These were unpopular, poorly used, ugly, and attracted anti-social behaviour. But the location is in a popular neighbourhood, and family housing to rent is at a premium in the town.

Eleven of the new properties are traditional 3 bedroomed family homes with good-sized gardens front and rear. The remaining two homes are fully accessible 2 bedroomed bungalows designed for wheelchair use. All are to Police approved “Secure by Design” standards. All are also to Lifetime Home standard, making them disability friendly and capable of easy conversion.

Councillor Keiran Quinn, Tameside Council’s Cabinet Deputy for Economic Services officially opened the development. The new homes are in Councillor Quinn’s ward.

The new development has been designed sensitive to the surroundings, and is a marked improvement to the look of the neighbourhood.

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



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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. Contract details:

Builder: Wiggett Construction, Oldham.

Architect: Dane Ashworth Cottam, Manchester.

Employers Agent: Stephen Davies Associates, Salford.

Project cost: £1.286m

Funding: from New Charter's borrowing facility provided by a syndicate led by the Nationwide Building Society.

3. A Lifetime Home incorporates 16 design features that together create a flexible blueprint for accessible and adaptable housing in any setting. The Lifetime Homes concept increases choice, independence and longevity of tenure, vital to individual and community well-being.

4. **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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