

PRESS RELEASE

Immediate release

7th June 2007

New Charter searches for new champions



Picture available

Tenants of New Charter Housing Trust Group have just ten more days to enter the landlord's garden competition.

Gardeners have simply to decide which category they wish to enter and send a photograph of their handiwork with their contact details.

This will be the fifth year New Charter has promoted a competition, and entries have increased each year. The quality has also increased, with the added excitement of mystery nominations made by New Charter's staff.

Last year's supreme champion, Ms Eileen Shepherd of Springs Lane, Stalybridge recalls she won a trip for two to the Royal Horticultural Show at Tatton Park as well as gift vouchers. Her garden design is based on 'Parterre' principles, laid out in decorative patterns using plants and gravels. But she also tends some of the communal open space near her home, to the delight of other residents.

New Charter's rules don't allow the overall winner to enter for the following twelve months, so Eileen will hand over her crown. The good news for everyone else is that the field is wide open, with special prizes for the six categories:

- Best entry from a tenants' association member
- Best planter or container
- Best garden nominated by our neighbourhood staff
- Best garden by a *thancs!* cardholder
- Best shared garden
- Best sheltered housing scheme



business for neighbourhoods

And the winning entrants will automatically be put forward to the Tameside Champion of Champions contest. This event is being run by us, Tameside Council and seven other partner housing organisations with homes in Tameside. The lucky winners will be invited to a gala dinner and prize-giving in November. Our grounds maintenance contractor, ServiceTeam, is sponsoring the event.

New Charter's Director of Property Services, Steve Nettleton said: "Our garden competition has blossomed over the last five years. The entries reflect the enjoyment many tenants get from their gardening. It compliments the massive investment we continue to make in our homes. We're pleased to contribute to a Tameside-wide contest which we hope will put the area to the top of Britain in Bloom."

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. New Charter has run a garden competition each year since 2003. Our spring newsletter invited tenants to enter by submitting a photo, and the judges shortlist and visit. The closing date is June 17th 2007.
3. The judges for New Charter include Gordon Clayton (New Charter), Matt Ling (ServiceTeam), Dave Griffin (Trevor Bridge Associates) and a tenants' representative.
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.

CONTACTS:

David Rigby or Paula Thomas - New Charter 0161 331 2000

www.newcharter.co.uk

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