

PRESS RELEASE

Immediate release

24th July 2007

Holy cow! What a super party!



Pictures available

Tenants from New Charter's 22 sheltered housing schemes could hardly believe their eyes when they attended New Charter's annual party.

We brought around 300 of our older residents to Dukinfield Town Hall, treated them to lunch and provided several top local acts as entertainment. But the scheme coordinators – the staff who work at the sheltered schemes – were the highlight as they danced in to the hall in fancy dress. And Batman, a pantomime cow, Sumo wrestlers and a host of other characters made sure residents spent a few puzzled minutes working out the disguises.

Tenants from 60 to 102 years young enjoyed the afternoon with local entertainers Tony Sinclair and Linda Dee getting the active up dancing and the not-so-nimble singing along.

The sheltered housing party was inaugurated last year as we rose to the top of the English tenant satisfaction league table for large landlords. As New Charter has again topped the table in 2007, the event looks set to continue.

Deputy Group Chief Executive Martin Frost said: "We are delighted to be at the top of the ratings again this year, with an increased score of 93% satisfaction. As a business, we're determined to recognise the many good customers we have. Our sheltered tenants are an important part of that business, and it's evident they enjoy getting together and partying. There were some sore heads the next morning, but they'll be talking about it for weeks!"

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.



business for neighbourhoods

2. Dukinfield Town Hall is the largest venue we can get to promote this event. The venue and its suitability for the less mobile restricts the event size to 300.
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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