

PRESS RELEASE

Immediate release

15th October 2007

Recycled robot



Photographs available

He's big, he's tall, and he cost nothing at all...

"Rhys Icle", a 2 metre high working robot made entirely from recycled materials was the talking point at a learning day promoted by New Charter for tenants, staff and families.

The event was part of Family Learning Week. Kids had to bring an adult along, and families discovered learning together was great fun, with lots of arts and crafts activities and a treasure hunt.

Paul Pritt from our facilities management team built the robot from recycled materials found in our offices, but many items are also found at home. We wanted to inspire children to take the lead on recycling when they got back home. Around 30 kids and their adults turned up.

Our robot was built from plastic milk bottles, CDROMs, Floppy disks, tin cans, shredded waste paper, newspapers, soft drinks cans, cardboard, glass bottles, tinfoil, spent batteries, and electrical cables.

Almost everything can be recycled either by Tameside Council's doorstep collections, or at the facilities found on most supermarket car parks. Only a few items have to be taken to specialist facilities at the two Household Waste and Recycling sites in Droylsden and Stalybridge.

New Charter's Director of Organisational Development Christine Amyes said "We like to promote learning for all ages, and wanted to use the event to reinforce the importance of recycling for future generations. Children had a go at making their own robots, and we hope their discoveries and the experience will develop good habits on recycling which last a lifetime."



business for neighbourhoods

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 £53million a year and a workforce of 800, New Charter is one of the region's largest Registered Social Landlords, and is regulated by The Housing Corporation, a Government watchdog. By incorporating Aksa Housing Association, the Group owns 15,000 homes.
2. Family Learning Week runs each year and was from 6 to 14 October 2007. The overarching theme this year was **Discovery**.
3. Family Learning Week is promoted by the Campaign for Learning, a leading lifelong learning charity. www.campaignforlearning.org.uk
4. The Household Waste and Recycling sites in Tameside are at Ash Road in Droylsden and Bayley Street in Stalybridge.
5. **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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