



PRESS RELEASE

13th November 2007

A Safety First

The first of 100 New Charter vans was launched and ‘stickered’ up with the safety message LOCK UP keep em out!

The campaign which is a joint initiative by New Charter, Tameside Council and Greater Manchester Police and forms part of the work done by the Tameside Crime & Disorder Reduction Partnership is just in time for the winter months, when burglars prey on people during the long dark nights.

The message will be carried across Tameside and elsewhere and the aim is to remind people to lock up their valuables and keep their doors secure, to help prevent crime.

Sue Hird, Housing Services Manager for New Charter said “This initiative coincides with some of the valuable work done by the Tameside Crime & Disorder Reduction Partnership to keep people safe and secure in their homes. This campaign is to increase people’s awareness”.

Les Taylor who is the Crime Reduction Advisor for Greater Manchester Police said “New Charter has provided significant assistance, together with the Crime and Disorder Partnership, by promoting awareness using posters on their 100 vans. It’s very important that we as householders play our part in the reduction of burglary. At this time of year, we must be aware that it can be obvious that no one is at home and we will remind people of what they can do to help

The whole fleet will soon be ready to go, getting the message across to the community about safety.

ENDS.



Pictured – Darren Lewis and Helen Anderson from New Charter Building, with Les Taylor – Crime Reduction Advisor for Greater Manchester Police.

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 just under 15,000 homes.

2. This campaign is in conjunction with other safety messages and advice given out this winter. Reminders of using an automatic timer on lights, fitting security lighting, trimming overgrown plants so burglars don't have hiding places, securing windows, particularly on ground floors, property marking your valuables and having an intruder alarm fitted. All of these methods help to reduce crime and keep people safe.
3. Thameside Police are also running Operation Flashlight from 1st October to 31st January 2008. The aim of this operation is to reduce the incidents of Domestic Burglary in Thameside.

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ENDS