

# PRESS RELEASE

Immediate release

27<sup>th</sup> March 2008

## Hat trick!



**Photographs of Chair Ged Cooney and Group Chief Executive Ian Munro available**

Q. What have World Cup winner Sir Geoff Hurst and New Charter got in common?

A. Both are from Ashton-under-Lyne, and both have scored notable hat tricks.

Sir Geoff remains the only player ever to score a hat trick in a World Cup final. He was born in Ashton-under-Lyne on 8<sup>th</sup> December 1941 and played most of his career at West Ham United, before an £80,000 transfer to Stoke City. He won 49 caps for England and was knighted in 1998.

New Charter was born on 27<sup>th</sup> March 2000 when it took over Tameside Council's housing stock. At the time it was Britain's biggest ever transfer. Now it celebrates its eighth birthday by posting the best overall satisfaction rating of all large landlords in England - for the third year in succession!

The independent survey of 1000 New Charter tenants was conducted last month by telephone by PH Research of Oldham. Overall satisfaction at 92% maintains the position at the top of the league table of large landlords - for the third year. Although the result is down one percentage point from last year, the difference is not statistically significant.

Tenant satisfaction with opportunities to be involved in participation, at 86%, is also still the best large landlord result in England.

Satisfaction with repairs is a new opinion measure, introduced in 2007. New Charter's satisfaction rating of 87% keeps us at number two in the table (we don't believe the landlord who claims 95%!).

These three categories are particularly important as they are the figures the Housing Corporation publish, which allows us to compare. New Charter commissions a survey annually to make sure it can react quickly to the trends of opinion expressed by customers.



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Chair of New Charter Housing Trust, Councillor Ged Cooney said: "Like Ashton's famous footballer, we love to hit the net with results like this. Every supporting survey we do throughout the year shows we are meeting or beating expectations, so I'm not surprised. It's a team game - everyone who works for us has contributed to this success, and it's immensely pleasing to the Boards. We use customer opinion to change how we work, and this treble success is an outstanding result."

Group Chief Executive Ian Munro was also delighted. "When you're already at the top, there's inevitably nervousness as the survey results come in. This is an achievement we are rightly proud of - any business in any sector would be envious of these scores. I'm especially pleased that the percentage of tenants who say they are "very satisfied" has increased yet again to 55%. But I promise staff and customers there will be no letting up on our desire to improve even further."

#### **NOTES FOR EDITORS**

1. New Charter owns and manages almost 15,000 homes for rent, mainly in Tameside, Greater Manchester. With a turnover of £53million a year and a workforce of 800, New Charter is one of the North West's largest Registered Social Landlords, and incorporates Aksa Housing Association.
2. New Charter commissioned PH Research of Oldham to interview a structured sample of 1000 tenants. Fieldwork was conducted by telephone during January and early February 2008. The maximum error range of this sample is +/- 1.43%. The survey is STATUS compliant. Full results will be posted on our website after presentations to tenants and Boards.
3. The precise results are 91.7, 85.6% and 86.5% but are rounded to nearest whole numbers to compare to the satisfaction indicators for all housing associations published by the Housing Corporation on [www.housingpis.co.uk](http://www.housingpis.co.uk)
4. Satisfaction ratings are measured on a five-point scale (very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, very dissatisfied).
5. Large landlords are those who own and manage more than 5000 homes.
6. **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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**ENDS**



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