

PRESS RELEASE

Immediate release

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TV Makeover for New Charter tenant



Pictures available

A New Charter tenant returned home from a day out to find his home had been transformed.

Popular ITV show "60 Minute Makeover" specialises in swooping secretly to homes suggested by viewers. Using the skills of interior designers and products and materials donated by home furnishers, the team aim to speedily transform selected rooms in the home to surprise the returning occupiers.

Tenant Michael Camenzuli Chetcuti (Senior) was nominated secretly by his son, Michael (Junior). Acting in strictest confidence, programme makers Granada contacted New Charter to get clearance to work in the home, which is a semi-detached house in a popular part of Ashton-under-Lyne.

Filming took place in October last year but the episode, presented by Terri Dwyer (formerly of Hollyoaks fame) will be screened next Tuesday (22nd April 2008) at 2pm. We can't reveal what happens, but are sure it will be worthwhile tuning in to find out!

Michael did tell us about his eventful day. "A good friend in Preston invited me over on the pretext of borrowing a camcorder, and then kindly offered to run me home. I know now this was all part of my son's plot to keep me away. But as we turned into the avenue, I was confronted by so many people and cameras. I could see my wife and daughter as well as Michael, but I didn't suspect it was all about me. However, when I opened the door – well, it was wonderful!"

He continued: "I'm really proud of my son's thoughtfulness, as he knew we were planning to decorate this year. I'm also full of praise for New Charter who gently persuaded me to let it modernise our home. That obviously improved my chance of being picked by 60 Minute Makeover".



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Now Michael has agreed to let New Charter use photographs of his home to inspire other tenants with the interior designers' flair.

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. The ITV programme uses products and materials donated by home furnishers and suppliers including local firm RoDo from Droylsden.
3. Some background details on Michael Senior: a former EFL teacher, he had health problems and suffered a serious heart attack in 2005. He is now a Research student at the University of Manchester School of Languages, Linguistics and Cultures. Michael is pursuing a Doctor of Philosophy (PhD). He has remarried, and lives with his wife Litsile and daughter Dilys (age 2).
4. Michael's home was previously occupied by a tenant who refused to let New Charter refurbish. When programme makers contacted us, we realised a quick and confidential catch up would improve the household's chances of being selected from the thousands of nominations ITV receives.
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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