

PRESS RELEASE

Immediate release

23rd April 2008

St George puts dragons on menu



Photographs available

New Charter Housing Trust Group marked St George's Day with a celebration of great English food.

Staff dressed in red and white for the day. Keeping the red and white theme, they paid £1 to dress down with proceeds going to the Red Cross.

And St George turned up to serve one damsel with freshly-slain and flambéed "dragon burgers".

It was the first time the landlord had celebrated the English patron saint's day, although other cultural events on the calendar such as Eid have been popular events with the 370 staff who work from the headquarters building in Ashton-under-Lyne.

As well as tucking in to more traditional lunchtime delights, many staff baked cakes to raise additional donations. The main atrium of the building became a dining room, decorated with English flags. Staff were encouraged to dine with colleagues they may not usually share lunchtimes with.

The event was also part of 'From Good to Great' New Charter's organisational development initiative. This embraces change and aims to raise our standards still further as part of our self-improvement. Events such as this demonstrate our recognition that employees are our most important asset. And we can have fun at work!

New Charter confirms no dragons were harmed in the promotion of this event.



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. **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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