

PRESS RELEASE

Immediate release

10th July 2008

Speed dating for tenants produces results

At a time of gloom in the housing market, some New Charter tenants have found their ideal homes.

And it was love at first sight when almost 40 customers descended on our HQ for a speed dating session with a difference, searching for their 'Right' home.

Like most landlords, New Charter offers tenants the right to mutually exchange. Home swappers must scour a register of possible apartments and houses, available at our shops and online. The contact evening was designed to attract tenants to meet and discuss their futures.

The idea of the event came from tenant Stacey Towers of Droylsden. She and her partner have a 4 year old daughter, Kaitlyn. With another child on the way, Stacey wanted to swap her two-bed ground floor apartment in the town. But she had been unsuccessful in finding a tenant with the three-bed home she wanted.

"I was frustrated searching through the register online as I'd been jilted three times. I was ranting at Jamie, my partner, who encouraged me to contact New Charter with my idea of face-to-face meetings.

"I was pleased my idea was taken up, and a bit surprised how it developed! It was good to see so many other tenants were attracted, and everyone seemed to enjoy the night."

And there is likely to be a happy ending as Stacey is confident she found a great match from the homes other tenants brought along.

New Charter's Director of Tenancy Services Tony Powell said: "We want everyone to love where they live. But lives change, and sometimes tenants want to breathe new life into the relationship with their home. So the lovelorn were invited to this speed dating night with a difference. Instead of partners,



tenants sought a match with their ideal home swap. But just as in the search for romance, GSOH (*good sense of humour*) was essential!

“Tenants have the right to exchange with tenants of other landlords, so our challenge now is to see if we can involve others in the future.”

Stacey was not the only tenant to find a perfect home. The success of the event has persuaded New Charter to promote similar nights over the next few months.

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 £57million a year and a workforce of almost 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. New Charter tenants have the right to exchange their home with another tenant. These Mutual Exchanges must have our permission and there are some obvious conditions; see:
<http://www.newcharter.co.uk/OnlineServices/Exchange/index.asp>
3. **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.

CONTACT:

David Rigby - New Charter 0161 331 2000

www.newcharter.co.uk

ENDS