

PRESS RELEASE

Immediate release

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Eastern promise for New Charter



Pictures available

One of Tameside's largest employers has announced a major boost to growth by adding 3359 homes in the East Midlands.

New Charter won a contest to find the partner for Gedling Borough Council's housing transfer. Together, they set up a new housing association, Gedling Homes. Following a tenants' ballot in favour, and months of preparation and negotiation, all former council housing transferred to Gedling Homes on 3rd November.

The historic move was marked in a joint event attended by staff, Councillors, Board members and tenants on 4th November.

Adam Jacobs, Chair of the Board of Gedling Homes said: "The hard work starts now. Tenants have placed a great deal of trust in us and we will keep every promise that has been made. Work has already started to plan the £41.9 million programme to repair and improve homes. These are exciting times for all concerned."

Gedling Homes becomes part of New Charter. Group Chief Executive Ian Munro said: "I am delighted to welcome tenants and staff of Gedling Homes into the Group. Our role now is to offer help and support as well as the Group's financial stability and central support services. Gedling Homes will be a strong, locally focused organisation and we look forward to being part of its growing success.

"Our tenants in Greater Manchester have placed us at the top of the league table of large English landlords. So we are confident we can help a local transformation through Gedling Homes."

The expansion is also good news for New Charter's existing tenants. Some of the Group's fixed costs such as IT systems will be spread across a larger



business for neighbourhoods

number of homes, freeing up resources for more of the innovative neighbourhood support already seen in Tameside.

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 £59million a year and a workforce now increased to 840, New Charter is one of the region's largest Registered Social Landlords, and is regulated by The Housing Corporation, a Government watchdog. By incorporating Gedling Homes, the Group owns 18,400 homes.
2. Tenants of Gedling Borough Council in Nottinghamshire voted in March this year to transfer to new landlord Gedling Homes. Just over 78% of tenants voted yes in the ballot conducted by the independent Electoral Reform Ballot Services. The turnout was almost 65%.
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.

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