

PRESS RELEASE

Immediate release

27th February 2009

New Charter Chief found plastered at work



Photographs available

Roles were reversed this week as some of New Charter's 25 apprentices decided to "teach the Chief" their trades. Group Chief Executive Ian Munro tried his hand at plastering and plumbing as two of our Building Company's award-winning trades apprentices showed how it should be done.

Plasterer Bryn Shelley and plumber Anthony McNally are both in their third year of their apprenticeships. Under the careful eye of more experienced builders, the two have excelled in both practical and their college work. And like all our apprentices who work across our business, they contribute to the high satisfaction ratings from customers.

The instruction was part of a week-long programme of events at New Charter to mark National Apprenticeship Week (23 – 27 February). Other events involve apprentices going "up to the ceiling" by shadowing senior managers. On Wednesday afternoon manager Sue Hird met Inspector Kevin Rankin of Greater Manchester Police, accompanied by a group of apprentices. The week culminated with a celebration cake and thank you cards delivered to all our apprentices.

This year we've been able to include our very own "Young Ones" – students from the New Charter Academy in Ashton-under-Lyne who spend time with us each week supplementing their learning experiences.



iN business for neighbourhoods

Ian Munro said: "I picked up some really useful tips, as well as a dry-cleaning bill for my suit!

"We started recruiting modern apprentices shortly after we set up the business, and they are a real asset. Many have gone on to permanent positions with us, so our investment in their learning has paid us back. The attraction is clearly two-way; more than 1,000 people have applied for our apprenticeships in each of the last two years.

"My message for other employers, even in this recession, is apprentices are good for business. They make things happen."

The Learning and Skills Council and training support organisation Skills Solutions are key partners in New Charter's successful apprenticeships.

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 of 840, New Charter is one of the region's largest Registered Social Landlords, and is regulated by the Tenant Services Authority, a Government watchdog. By incorporating Gedling Homes, the Group owns 18,600 homes.
2. This is the second annual Apprenticeship Week across England. The Week is an opportunity to celebrate and recognise the essential role that Apprenticeships are playing in today's business world, ensuring that the workforce has the skills it needs in order to remain competitive, even in difficult economic circumstances.
3. Apprentice plasterer Bryn Shelley was crowned New Charter's Modern Apprentice of the Year in 2007. Apprentice plumber Anthony McNally was awarded the Health and Safety apprentice commendation in 2007.
4. Our current apprentices are in roles as diverse as trainee building surveyor, account manager, receptionist, legal assistant and neighbourhood management assistant, as well as the construction trades.
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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