

# PRESS RELEASE

**Immediate release**

**21st May 2009**

## **Ready, get set, grow!**

### **Pictures available**

Tenants of New Charter Homes hope the fabulous five will become the excellent eight as part of the push to win the Britain in Bloom title for Tameside.

Last year, five neighbourhoods scooped awards in the Royal Horticultural Society's regional presentations, with two – Central in Dukinfield and Dixon Road/Forrest Road, Denton - judged outstanding. Brushes Estate Management Board, Stalybridge and residents of Micklehurst (Mossley) and Crowswood (Stalybridge) won merits.

Joining them this year will be Broadoak in Ashton, Newton in Hyde and Stanhope in Audenshaw. Work is underway by each group of residents. Estate clean up days, planting days and fund-raising throughout the year show tenants' commitment to brightening up their neighbourhoods.

New Charter's individual garden contest complements this area-based approach. Last year's individual supreme champion, Joyce Smith of Alt Road, Ashton-under-Lyne holds the Barry Engledow Cup, a magnificent silver trophy named after a popular member of New Charter's staff who died suddenly in 2006. But contest rules don't allow the overall winner to enter for the following twelve months, so Joyce must hand over the trophy. The good news for everyone else is the field is wide open, with special prizes in the new categories:

- Best tenant garden
- Best small front garden
- Best sheltered housing scheme by residents
- Best patio or yard
- Best garden by a thanks cardholder
- Best shared garden
- Best balcony
- Best individual planter/hanging baskets/window box



- Best young gardener under 16

Gardeners have simply to decide which category they wish to enter and send a photograph of their handiwork with their contact details by June 26th. This year, tenants can also enter online.

An unusual part of New Charter's contest captures the bashful gardeners. Its neighbourhood staff snap the gardens of those too modest to enter, and some of previous years' winners have been surprised by the news of their success. New Charter also has a category solely for its loyalty cardholders.

New Charter's Director of Property Services Steve Nettleton said: "Our garden competition has blossomed over the last seven years, and we hope to attract even more entries this year. And our neighbourhood approach has been key to the community credentials of the borough's strong showing in Britain in Bloom.

"This complements the massive investment we continue to make in our homes and neighbourhoods. Last year, the contest was filmed for the forthcoming BBC1 series "Neighbourhood Watched". We may not get that sort of publicity this year but we've urged all customers to help Tameside win the national title this year."

## **NOTES FOR EDITORS**

1. New Charter formed in 1999 as the new landlords to own and manage homes transferred from Tameside 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. It was named in the Sunday Times best 100 companies to work for in 2009.
2. New Charter has run a garden competition each year since 2003. Our spring newsletter invites tenants to enter by submitting a photo, and the judges shortlist and visit. The closing date is June 26th 2009.
3. The judges for the New Charter garden contest will include Gordon Clayton (New Charter), Matt Ling (Veolia), Dave Griffin (Trevor Bridge Associates) and Taff Jeffery (tenants' representative).
4. **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](http://www.newcharter.co.uk)

**ENDS**



**business for neighbourhoods**