

# PRESS RELEASE

Immediate release

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## Digital cameras for Christmas

**Picture opportunities at Ryefield sheltered housing, Ryecroft Street, Ashton-under-Lyne OL7 0EW at 10am on Thursday 3<sup>rd</sup> December.**

Older residents of four sheltered housing schemes in Ashton and Droylsden have been presented with cameras in time for Christmas.

But instead of scratching their heads at the instruction manuals and squinting at small print, residents can just switch on the TV to use the latest technology.

Thanks to the Crime and Disorder Reduction Partnership, work completed this week has increased day and night surveillance cameras to dissuade bogus callers and sneak burglaries.

The locations – Birchfield, Leesfield and Ryefield in Ashton and Gardenfold House in Droylsden – provide generally safe homes for their elderly occupants. But analysis of police records of acquisitive crimes in a quarter mile radius of all sheltered housing showed the four as within neighbourhoods with most recorded crime.

Acquisitive crime, which includes burglaries, robberies and criminal damage, has fallen across the area. But the Crime and Disorder Reduction Partnership wants to see further improvement and has made the topic a key priority this year.

A bid from landlord New Charter Homes to the Tameside Crime and Disorder Reduction Partnership secured almost £10,000 to deter crime and increase resident confidence. As well as cameras linked to central monitoring and door entry cameras linked to residents' own TVs, some security gates have been installed. New Charter has funded the rest of the installation cost and will meet all running expenses.

Ryefield in the west end of Ashton is the largest of the four schemes and residents have already felt the difference. Linda Hill has lived there for just a few months, and from her armchair showed how the surveillance cameras record all visitors approaching and entering the building. She said: "Sometimes the fear of crime is greater than the level of



actual crime. But the risk of being caught on camera is a deterrent to criminals posing as genuine visitors. There's no such thing as 'under cover of darkness', either – these capture images clearly at night time. We all feel safer as a result.”

Managing Director of New Charter Homes Tony Powell said: “Everyone should feel safe at home. Although crime levels have fallen, some opportunists and sneaks deliberately target areas with high concentrations of elderly people. These measures are physical and emotional reassurance for our older residents.”

## 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 £70million a year and a workforce of 880, New Charter is one of the region's largest registered providers of social housing, 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 100 best companies to work for in 2009.
2. Tameside Crime and Disorder Reduction Partnership comprises the local authority, primary care trust, police, fire and rescue, probation services and representatives from registered providers of social housing, the voluntary sector and other agencies.
3. The Acquisitive Crime Capital Fund invests to make further local reductions in burglary dwelling, criminal damage and robbery. In the last year, burglaries reduced by 8.6%, criminal damage by 15.7% and robbery by 17.5%.
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.

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