

September 30, 2010

Up For a Challenge!

AS chief executive of the Northwest's largest registered social landlord, Ian Munro is used to scaling heady heights.

But nothing could have prepared him for the challenge laid down by the New Charter Housing Trust's building company as they repainted the eleven storey high Assheton House in the heart of Ashton-Under-Lyne.

Ian was invited to test his nerves to the full on a dizzying ride in the 75m high cherry picker used to complete the job on the morning after New Charter's 10th AGM.

Shortly after arriving safely back on terra firma, Ian said: "What an experience!

"I know that New Charter is celebrating 10 years at the top this year but that was ridiculous!

He was joined by New Charter's director of people Christine Amyes whose neck was stretched to its limit as she watched her colleague lifted high above the block, before it was her own turn to take a bird's eye view of the project.

Not only did the ride give Christine a breathtaking view of New Charter's own headquarters, but afforded the keen Wolverhampton Wanderers fan what must have been a poignant view of both Manchester City's and Manchester United's stadium at the same time!

Other members of New Charter's five-strong general management team provided a variety of credulity-stretching excuses why they couldn't attend the site inspection.

ENDS

WORDS: 221

Notes to 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. The Group owns 18,600 homes. It was named at 6th place in The Sunday Times 100 best companies to work for in 2010.

2. Aksa Housing Association is a registered provider of social housing. It has operated since 1990 and owns over 670 homes in Oldham, Tameside, Bury and North Manchester. Its offices are in Oldham town centre, and its Board chose to join New Charter in November 2005.

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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