

For immediate release

Tuesday 10 January 2012

Pupil's logo design to front new service

A logo designed by a 14-year-old school girl is to be used to promote a new service to keep communal gardens across Tameside clean and tidy.

Artwork created by Amy Welsh will become the official logo for New Charter Homes' grounds maintenance service 'Green Charter' and will be displayed on vehicles and staff uniforms.

Green Charter will launch in March to look after green areas on estates from grass cutting, trimming hedges and shrubs and weeding.

Previously this work was provided by an external contractor but after feedback from tenants, social landlord New Charter Homes will take over the management of the service.

Amy's design which incorporates Green Charter's initials 'G' and 'C' into a flower pattern was chosen as the winning logo after a competition at New Charter's Academy school. It uses blue and orange - New Charter's corporate colours.

Amy said: "I created the design as it connects to colours of the earth and environment, and New Charter.

"I feel very proud and I hope to follow my Dad's footsteps in graphics as a future career."

Emma Marsh, director of communities at New Charter judged the entries.

She said: "We approached students at our Academy school to get some fresh and imaginative ideas for a logo and to encourage younger people to get involved in developing services.

"We were incredibly impressed with all the entries and Amy's design stood out as we think it best represents the New Charter brand and its simplicity means it's easy for people to recognise.

"I'd like to thank everyone who entered and we're looking forward to seeing the final design go into print."

Amy was awarded £30 in high street vouchers as a prize.

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Photos

Amy Welsh at the New Charter Academy with her winning logo design. Also in the photo are New Charter Academy's Pete Cookson, Arati Patel-Mistry and New Charter's Emma Marsh (L-R).

Electronic version of Amy's design also attached.

Notes for editors

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 £90million a year and a workforce of 800, 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 and Aksa Homes the Group owns around 18,600 homes. It was named in the Sunday Times best 100 companies to work for in 2011.

The New Charter Academy, Broadoak Road, Ashton-under-Lyne is sponsored by the New Charter Housing Trust Group and is the largest learning centre in Tameside.

In September 2011, the Academy moved into a new £43m campus. It is a centre of excellence in:

- Business and enterprise
- Sport and health
- Staff training
- Teacher training
- Leadership and management