

**Major success in tackling social housing tenant stigma
See the Person Campaign (formerly Benefit to Society)
18th August 2018**

The Government has announced 1 of its 5 new social housing policy changes will be dedicated to tackling the stigma some social housing tenants experience.

The See the Person campaign (previously 'Benefit To Society' group) campaigned hard to tackle the misrepresentations and negative stereotyping of social housing tenants. National research commissioned by the 'Benefit To Society' project group concluded with the shocking statistic that 9 in 10 of the social housing tenants surveyed feel negatively stereotyped.

The National Federation of ALMOs (NFA) is a proud member of the See the Person Campaign and the work it has been undertaking with social housing tenants.

NFA Vice Chair and Nottingham City Homes Vice Chair, Sarita-Marie Rehman-Wall said:

"As a proud social housing tenant myself, raising both my children and grandchildren in social housing, I am really pleased that the Benefit to Society/ See the Person campaign features so strongly in the Social Housing Green Paper. Social housing tenants have been stigmatised by the media and elsewhere for too long – now is our time to work together to change this."

Chris Moseley, a tenant from Homes in Sedgemoor said

"For too long now tenants have been stereotyped and Benefit to society was formed to stamp out stereotyping. We no longer accept what people say about Tenants and will fight to make sure we get the recognition we deserve".

The campaign steering group will now gather the views of social housing tenants on the proposals laid out within the Green Paper. We will continue to raise awareness of this issue and ensure the detail and implementation of these policies will change the way people living in social housing are portrayed and thought about.

For more information about the campaign, please contact info@almos.org.uk or 02476 472729 in the first instance.

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