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PRESS RELEASE

KENSINGTON & CHELSEA TMO SUPPORTS #HOUSINGDAY

Kensington & Chelsea Tenant Management Organisation (KCTMO) joined forces with other social landlords and tenants on 18 November to celebrate Housing Day. Part of a national campaign to raise the profile of social housing, this year's housing day was held in conjunction with the National Housing Federation's (NHF) Community Impact Week on 16-22 November.

The social media event was an opportunity for those working in housing to challenge the negative portrayal of the sector and the stigma attached to social tenants. By 8am #HousingDay was trending on Twitter; by the end of the day more than 12,800 #HousingDay tweets had been sent.

KCTMO tweeted during the weeks leading up to and on the day, sharing stories of why tenants are proud to live in their homes and communities and highlighting the great work that they do.

One tweet quoted Chelsea resident Tamara Sheldon, who said of her new kitchen and bathroom: "The TMO has been wonderful, doing everything on time as it promised. The new design makes my kitchen look a lot bigger, which is wonderful."

North Kensington resident Alex Ismael was tweeted in a photo with Community Centres Officer, Sharon Baah, enjoying the opening event of a brand new community centre on his estate.

Robert Black, Chief Executive of KCTMO, said: "Housing Day is a fantastic campaign that brings together thousands of tenants across the UK and those working in housing, to give us a collective voice. It's now more important than ever to celebrate, educate and remind the wider public why social housing really does matter."