

No home for racism
in south Liverpool

Great homes | Strong communities | Bright futures

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Foreword

At South Liverpool Homes we believe everyone deserves to be treated with fairness, dignity and respect. We want to be an organisation where people feel welcome, valued and able to be themselves, whether they live in our homes, work for us or access our services.

But we also know that racism still exists. It affects people's opportunities, experiences and sense of belonging. Across the country and in our own communities, we continue to see the impact of racism, hate crime, prejudice and misinformation. For many people, these are not distant issues. They are part of everyday life.

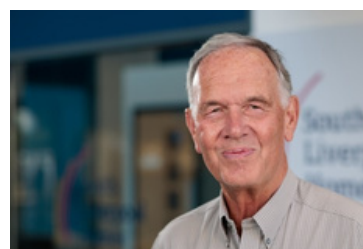
Racism can have a significant and lasting impact on a person's identity, affecting how they see themselves and how they are perceived by others. We want people to feel welcome, safe and valued in south Liverpool. We want everyone to feel proud of their identity, recognising identity does not come from your place of birth, it is shaped through your experiences, beliefs, relationships and the path you have chosen to walk.

As we developed this strategy, we listened to tenants, community partners and colleagues about their experiences, concerns and hopes for the future. The message was clear, people want South Liverpool Homes to do more than simply say racism is wrong. They want us to take action, lead by example and use our influence to create positive change.

This Anti-Racism Strategy sets out how we will do that. It is our commitment to listening, learning and acting. It is about challenging racism where it exists, removing barriers that create unfair outcomes and making sure everyone feels safe, respected, included and heard. We are proud to support Liverpool's ambition of becoming an anti-racist city. By working alongside our tenants, colleagues, partners and communities, we can help create a future where racism is challenged, differences are valued and everyone is treated with fairness, dignity and respect.



Anna Bishop
Chief Executive Officer



Clive Elliott
Chair of SLH Board



Why is this strategy so important?

National context

Across the UK, racism, Islamophobia, antisemitism and other forms of identity-based hate continue to affect individuals, families and communities. While diversity remains one of the country's strengths, periods of economic pressure, political division, housing shortages, global conflict and social change have increased community tensions. This can create opportunities for misinformation and harmful narratives to spread, leading to prejudice, hostility and discrimination based on race, ethnicity, religion or perceived identity.

National data shows that race remains the most common motivation for hate crime, with incidents of racism, including Islamophobia and antisemitism, increasing significantly in recent years. These issues affect not only those directly targeted but also wider communities, damaging trust, increasing fear, and weakening people's sense of belonging.

For organisations rooted in communities, this means taking a proactive approach. Tackling racism is not just about responding to incidents when they occur; it is about challenging misinformation, promoting understanding and creating environments where everyone feels safe, respected and able to thrive.



Why is this strategy so important?

Liverpool City Region context

Liverpool is a diverse city with a proud history shaped by migration and international connections. The city has strong, well-established communities and a long-standing commitment to social justice and community cohesion. However, like many places across the UK, it is not immune to the impact of polarising narratives, misinformation and division.

Longstanding inequalities continue to affect black and minoritised communities, particularly in areas such as education, healthcare, employment and housing. The ambition for Liverpool to become an anti-racist city calls on organisations like South Liverpool Homes to take practical action to tackle racism and inequality.

This commitment is reflected in the Liverpool City Region Combined Authority's Race Equality Programme and Race Equality Hub and in the launch of the City Region's first Anti-Racism Strategy in June 2026.





Why is this strategy so important?

South Liverpool Homes context

South Liverpool is less ethnically diverse than many inner-city areas and research commissioned by South Liverpool Homes found that some respondents from black and minoritised communities associate areas such as Speke and Garston with historical experiences of racism, isolation and a lack of culturally relevant services.

For South Liverpool Homes, these wider trends are reflected in local concerns and misinformation relating to housing allocations, immigration and who receives social housing. Our own engagement work has identified that misunderstanding and misinformation can contribute to hostility, mistrust and, at times, racist narratives within communities.

Recent hate crime and hate incidents managed by South Liverpool Homes have highlighted the impact that racism, prejudice and misinformation can have on individuals and communities. While involving a small minority, these incidents can cause significant harm, create fear, damage community cohesion and undermine people's sense of belonging. They reinforce the need for a zero-tolerance approach to hate crime and a proactive anti-racism strategy.

Importantly, tenants have consistently told us they want to be part of the solution. Through our engagement work, residents have called for stronger action on hate incidents, including those that occur online, alongside better information, greater awareness and more opportunities for people from different backgrounds to come together and build positive relationships. They have also emphasised the importance of listening to lived experience and involving tenants in shaping the policies, services and community initiatives that affect them.

These local challenges, combined with our commitment to creating inclusive communities, reinforce the need for a clear and proactive anti-racism strategy. The strategy will not only tackle racism and discrimination where it occurs but will also work alongside tenants, communities and partners to build understanding, challenge misinformation and create opportunities for residents to help shape safer, more welcoming and more inclusive neighbourhoods.

Our vision

A future where everyone is respected, valued and included and where racism is challenged, not ignored.

Developing the strategy

This strategy has been shaped by the people who know our organisation and communities best; our tenants, colleagues and community partners.

As we developed the strategy, we asked people to share their experiences, views and ideas about race, inclusion and belonging. Through workshops, conversations and engagement activities we listened to what people told us about racism, trust, community cohesion and the role they want South Liverpool Homes to play in creating positive change.

The message was clear. People want SLH to take a visible stand against racism, challenge prejudice and misinformation and create an environment where everyone feels respected, included and heard.

The priorities and commitments within this strategy have been directly informed by those conversations. Tenants told us about the importance of fair and inclusive services, meaningful involvement in decision-making, stronger community relationships, accessible reporting routes, education and tackling misinformation. Colleagues highlighted the importance of culture, accountability, confidence to challenge racism and achieving race equity in the workplace.

We would like to thank everyone who took the time to contribute. By sharing your experiences, ideas and feedback, you have helped shape this strategy and the commitments we are making to bringing our communities together.



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Our commitments

Anti-racism at SLH means

- Having the confidence to challenge racism, discrimination and prejudice whenever we see it.
- Creating safe spaces where people can learn, listen, ask questions and build understanding.
- Providing fair and inclusive services that recognise and respond to different cultures, backgrounds and needs.
- Listening to our communities and involving tenants in decisions that affect them.
- Building stronger communities by bringing people together, celebrating diversity and creating opportunities to learn from each other.
- Challenging myths, stereotypes and misinformation that can create fear, division and unfair treatment.





Priority 1: Anti-racism in action

We will create a culture where everyone recognises racism, has the confidence to challenge it and is supported to speak up and take action.

Why this matters

Our tenants told us they want SLH to lead by example, communicate openly and show through actions not words alone that racism is taken seriously.

Our colleagues told us they want more confidence, support and practical tools to recognise and challenge racism. They want clear expectations, visible leadership and safe spaces to learn and have honest conversations.

We will:

- Demonstrate a clear position on racism, prejudice and hate.
- Build anti-racism knowledge and confidence across the organisation.
- Provide learning opportunities for colleagues & tenants.
- Create safe spaces for conversations, learning and reflection.
- Ensure leaders visibly champion anti-racism and inclusion.
- Be transparent about our progress and areas where we need to improve.
- Hold ourselves accountable through regular monitoring and reporting.



Priority 2: Fair opportunities and representation

We will identify and address barriers that create unequal outcomes, helping to build a workforce that is diverse, inclusive and representative of our communities.

Why this matters

Tenants told us that the people delivering services should understand and reflect the communities they serve and communicate in ways that are respectful and inclusive.

Colleagues highlighted the importance of fair recruitment, development and progression opportunities and ensuring everyone feels valued and able to succeed.

We will

- Monitor race equity across recruitment, progression and retention.
- Review policies and practices to identify and remove barriers.
- Support career development and progression for all colleagues.
- Improve our understanding of colleague experiences and belonging.
- Continue to strengthen cultural awareness and competence across our workforce.



Priority 3: Services that work for everyone

We will deliver services that understand, respect and respond to the diverse needs, backgrounds and experiences of our customers and communities, actively involving tenants in shaping, reviewing and improving the services they receive.

Why this matters

Tenants consistently told us they want services that are fair, accessible and responsive to different cultures, backgrounds and needs. They highlighted the importance of clear communication, translation and interpretation support, fairness in service delivery and being treated with dignity and respect.

Tenants also told us they want a stronger voice in how services are designed and delivered. They emphasised the need for transparency, regular communication and meaningful involvement.

Colleagues recognised the importance of understanding different lived experiences and ensuring services work for everyone. They highlighted the value of listening to tenants, learning from feedback and using insight from diverse voices to shape services that are inclusive, accessible and effective for all communities.

We will

- Use plain English in all our communications.
- Strengthen cultural awareness and understanding across services.
- Use feedback and insight to identify and reduce inequalities.
- Create more opportunities for meaningful tenant involvement and coproduction.
- Publish regular "You Said, We Did" updates.
- Involve tenants in monitoring and reviewing progress of this strategy.
- Improve transparency around decisions and outcomes.



Priority 4: Building anti-racist communities

We will work with local people and partners to challenge racism, misinformation and division and help build stronger, more connected communities. Creating a culture where people feel safe, supported and confident to report concerns, knowing they will be listened to and taken seriously.

Why this matters

Both colleagues and tenants highlighted the harm that racism, prejudice, stereotypes and misinformation can have on individuals and communities. They emphasised the need for clear reporting routes, visible action, confidentiality and support for those affected.

Tenants also stressed the importance of education, cultural understanding and opportunities for people from different backgrounds to connect. They want South Liverpool Homes to take an active role in bringing communities together, challenging misinformation and building stronger, more inclusive neighbourhoods.

We will

- Challenge racism, stereotypes and misinformation through education and awareness.
- Develop clear, accessible and trusted ways to report racism and discrimination.
- Improve awareness of what can be reported and what support is available.
- Respond to concerns promptly, fairly and consistently.
- Provide support to people affected by racism and hate incidents.
- Support activities that bring people together and strengthen relationships.
- Celebrate diversity through events, campaigns and community initiatives.
- Promote learning and understanding between different communities.



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