

You said

We did

Who Gets Our Homes?

June 2026

In 2025, we surveyed our customers to find out their understanding of our allocations process, after seeing misinformation about the process on our social media channels and in day-to-day conversations with customers. Over 500 customers responded to the survey, and many did not feel well informed about the allocations process or whether it is fair. We responded with clearer information, myth-busting content and answers to common questions to explain how homes are allocated, what affects priority and where to find accurate information.

What you said

What we're doing

1

It is not clear how South Liverpool Homes decides who gets a home.



We created a dedicated “Who gets our homes?” page to explain in plain English how the allocations process works, and what factors affect a customer’s priority.

2

You do not get enough information about housing allocations.



We brought together clear information, so customers can find facts, figures and answers more easily, instead of relying on word of mouth or social media.

3

There are too many myths and misunderstandings about who gets priority for housing.



We used the webpage, social media, tenant magazine and in-person events to tackle common myths directly and explain that homes are allocated based on housing need, not misinformation or rumour.

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What you said

4

You wanted more transparency about the factors that influence housing allocations.

5

You wanted clearer answers to common questions, especially about fairness, waiting times and who is prioritised.

6

You wanted more openness about the reality of housing demand and the pressure on available homes.

7

You want more communication from us during the application process.

What we're doing



We clearly set out the kinds of circumstances that can affect someone's position on the waiting list, including local connection, overcrowding, medical need, hardship and homelessness.



We added FAQs and supporting information to help answer the questions customers raise most often and make the process easier to understand.



We shared headline figures on demand, lettings and new homes to give more context about the housing crisis and the challenges involved in allocating homes fairly.



We're reviewing the communication customers receive after they apply for a home, so they get more regular updates and feel reassured that they're still part of the process.