

Local Lettings Policy – White Rock Street

1. Introduction

This “Local Lettings Policy” (LLP) has been written to cover the allocations of Onward Homes properties for rent on a new build development at White Rock Street. This development is located within the Everton Ward of Liverpool City Council. The development consists of 9 properties, all of which are 3 bedroom houses. All properties will be offered for Affordable Rent.

The LLP will run for the first phase of lets per property. Following the first round of lets, Onward Homes will review this policy in consultation with Liverpool City Council, tenants, local residents, and Ward Members.

2. Our Commitments

Onward Homes are committed to all allocations being made using Liverpool’s choice based letting scheme “Property Pool Plus” and preference will be afforded to all those who are Liverpool Residents. Onward Homes are committed to ensuring all methods of allocating properties is done with the best interests of the customer, the community and the local authority at the heart of what we do, to achieve a well-balanced and sustainable community.

This LLP is intended to balance the requirement to re-house people in housing need with the requirement to ensure the creation of a balanced community. Through this LLP, Onward Homes will seek to establish a stable, balanced community for the benefit of all the new residents and also those in the surrounding area.

Over the past three years, Onward Homes has allocated several new build developments via the Property Pool Plus Choice Based Lettings Scheme in Wirral, Knowsley and Liverpool. The majority of these have been let without a Local Lettings Plan in place and has resulted in a significant number of problems for the community, the residents, Onward Homes and public services. These issues vary in terms from

Crime, Anti-Social Behaviour, Criminal Damage and instability within the communities. The impact has been a huge cost to the communities, residents, Onward Homes, and the public purse.

The Department for Levelling Up, Housing and Communities have recently recognised the positive impact of LLP's, evidencing how they can help create a balanced community. Onward Homes hope that the use of an LLP for this new development will allow us to create the desired balanced community and mitigate the above social problems whilst meeting the housing need of Liverpool residents.

3. Demand

As of December 2025, there are currently 15,961 active applicants who are eligible for a home on Property Pool Plus within the Liverpool sub region. The breakdown of applicants on Liverpool Housing Register are as follows:

Band	1	2	3	4	5	6	7	Grand Total	%
Band A	1319	778	369	173	30	2	1	2672	16.74%
Band B	2688	2136	1573	341	9			6747	42.27%
Band C	3625	2103	759	51	4			6542	40.99%
Grand Total	7632	5017	2701	565	43	2	1	15961	100%

4. Allocation criteria and selection

All 9 properties (100%) will be advertised through Property Pool Plus, in accordance with the criteria detailed within this policy. Property adverts will clearly state on the advert that allocations are subject to this policy and will clearly state where preference is to be given to applicants meeting specific criteria set out in this LLP. This will help applicants when making their choice about whether to bid on the property.

All 9 properties will be allocated to households who have been awarded a Band A or Band B priority for rehousing. This will ensure that allocations are made to households who have been assessed as having a priority to move whilst also supporting Onward Homes in establishing a settled and sustainable community. The allocation of properties will be split with a percentage in Band A and B that is reflective of both the overall demand within Band A and B and the assessed priority housing need. As such, circa 33.3, 2.997 **(3)** of the properties will be allocated to Band A and circa 66.6%, 5.994 **(6)** to Band B.

All properties (100%) will be allocated to Liverpool residents for the first round of lets. To balance the needs of individuals on the housing register whilst also promoting a balance community, preference will be given to applicants who are in employment, homeless, or currently under-occupying an existing social housing property.

Employment

Onward Homes will request that 1.35 **(1)** out of the 9 properties (15%) will give preference to those in employment. As of December 2025, 15% of active applications on Liverpool's housing register were verified as being in employment. However, it is estimated that this percentage will be higher as applicants are not required to provide proof of employment for their Property Pool Plus application and therefore may not have provided this information so are not reflected in the above statistic.

By giving preference to those in employment, this will help create sustainability for the community both within the scheme and in the surrounding areas, reduce the risk of Anti-Social Behaviour and Crime and ensure that the cost to the public services, Onward Homes and the Housing Management Function is not impacted as it has on other apartment schemes in Merseyside. In other new build schemes in Merseyside where Onward Homes have not requested a certain percentage of properties go to Employment, we have experienced high levels of customer turnover within the first 18 months that has reduced tenancy termination and community sustainability.

A full breakdown of the allocation of properties is as follows:

Banding	Property Type 3 bedroom	Total	Percentage
Band A	3	3	33.33%
Band B	6	6	66.67%
Total	9	9	100%

5. Process

Properties will be advertised via Property Pool Plus in a staggered manner.

Approximately three to four properties will be advertised each week to ensure that applicants have multiple opportunities to place bids on several properties within the development. Adverts will state which properties will be advertised with priority for certain housing bands.

In the event that there are no suitable applicants on the shortlist with the required housing band stated on the advert who meet the agreed criteria or preference, the preference stated on the advert will be disregarded and Onward will revisit the shortlist and allocate the property to the applicant with the oldest effective date on the shortlist with the housing band stated in the advert.

In the event that there are no suitable applicants once the shortlist has been restored, the property will be readvertised to all within the stated housing bands, irrespective of preferences stated in this LLP.

At the point of letting, all applicants must have provided all proofs required requested, or their expression of interest will not be considered. Applicants will also be required to undergo checks in relation to how they have managed previous tenancies. Any applicant who has had an unsuccessful tenancy previously may not be considered for a property on this development.

All applicants will be subject to an Affordability Assessment to make sure that applicants can afford the rent and other costs of the tenancy. Onward Homes reserve the right to not make an offer to an applicant who is unable to afford the property irrespective of their housing need.

6. Review and Monitoring

This policy will be reviewed after 6 months to ensure it meets the needs of the following:

- Residents living on the new development sites
- Surrounding Community
- Best practice and legislation
- The housing market in Liverpool.
- Liverpool City Council's strategic housing needs.

Onward Homes will review this policy in consultation with Liverpool City Council, tenants, local residents, and Ward Members.

7. Allocation policy

All other aspects of the allocation process will be carried out in accordance with the Property Pool Plus Housing Allocations Scheme Procedure and Onwards Lettings and Allocation Policy.

This LLP only applies to the first round of lets, for subsequent lets the Property Pool Plus Housing Allocations Scheme Procedure will apply for all aspects of the allocation process, unless stated otherwise in a subsequent advertisement.

8. Equality and Diversity

Onward Homes will only participate in allocations schemes that are compliant with the Equality Act 2010 and which offer equality of access to services for all applicants.

Choice Based Lettings schemes we participate in are equality impact assessed, and individual / internal policies are also impact assessed, in line with equality of access for applicants and any adverse/ positive impacts of those policies on our customers.

If you need any help understanding this document, please give us a call on **0300 555 0600**, send us a message on WhatsApp to **07418 344603**, or send an email to **customerservices@onward.co.uk**.

Jeśli potrzebujesz pomocy w zrozumieniu tego dokumentu, zadzwoń do nas na numer 0300 555 0600, wyślij nam wiadomość na WhatsApp na numer 07418 344603 lub wyślij e-mail na adres customerservices@onward.co.uk.

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