



# Slice of Life

LiveWest's customer lifestyle and experience survey 2025



# Introduction

As a landlord, we know it's important to keep improving the services we provide. To do this, we need to understand more about our customers, their experiences and the challenges they face in daily life. That's why, during May 2025, we carried out our fourth Slice of Life Survey<sup>1</sup>.

This survey explores different parts of our customers' lives, not just how happy they are with LiveWest as their landlord. This includes their finances, experience of living in our homes and communities, health and wellbeing, digital confidence and views on social mobility.

This report presents our key findings and outlines the actions we are taking to support our customers. The increase in cost of living continues to have an impact on our customers. More than a third of respondents let us know they find it difficult to heat their home during the winter – most telling us this is partly due to the cost of heating. We are still seeing more people using food banks. One in five

customers told us they used a food bank at least once in the past year. This number has continued to rise since our first survey in 2020. Despite these challenges, our customers still feel positive about the communities they live in, with most believing their neighbourhood is a good place to live and that they feel safe in their neighbourhood.

This year, for the first time, we asked our customers about social mobility. We wanted to know what they think are the biggest things that make it hard for young people in their area to do well in life.

Our customers had a more positive view compared to a wider national

survey<sup>2</sup>. They believe that individuals can go as far as their talent and hard work will take them. Customers also believed that the three biggest barriers for young people to succeed in the area they live are a lack of job opportunities, low wages and poor transport options.

Using this feedback, we are actively exploring ways to improve customer experience and better support our customers. We will continue to build on this information to help us understand how customers' experiences change over time.

1. The first Slice of Life survey was carried out in November 2020, followed by April 2022 and November 2023.

2. [Opinions and Lifestyle Survey from the Office for National Statistics](#).







# Methodology

We partnered with **IFF Research**, a member of the Market Research Society (MRS) to carry out the Slice of Life Survey.

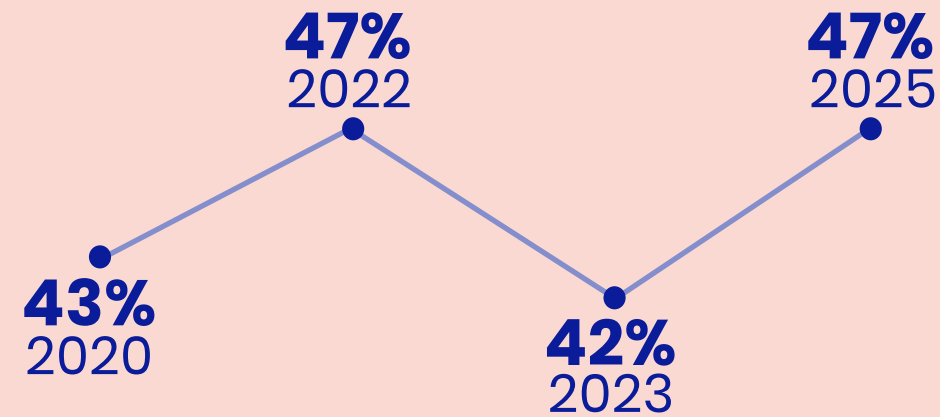
All interviews were conducted by telephone during May 2025 and taking part in the research was voluntary. We spoke to a random sample of 1,100 LiveWest customers in affordable rented, social rented, and shared ownership homes.

To make sure the sample represents all our customers, we set targets based on location, type of housing and age. Calls were also made throughout the day and included weekdays and weekends to ensure we were being as inclusive as possible and meant we could hear from a wider range of customers.

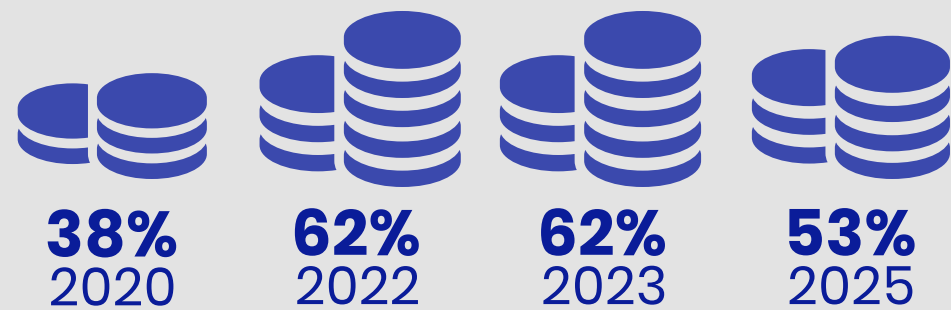


# Key findings:

Of the customers who responded to our survey:

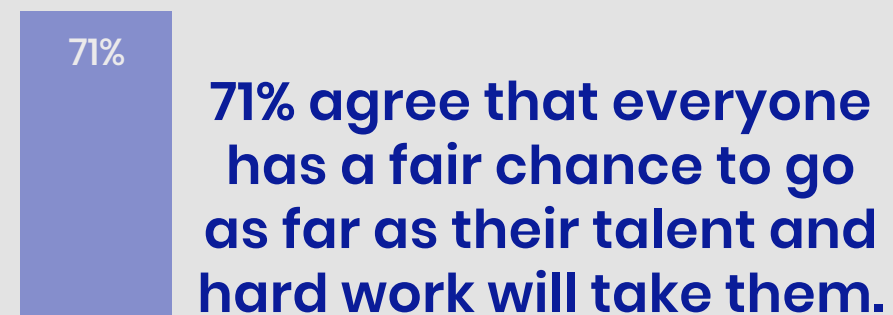


**47% of working age customers are in paid employment.**



53% were worried or concerned about financial issues.

Top three biggest barriers for young people in your area to succeed in life:



**71% agree that everyone has a fair chance to go as far as their talent and hard work will take them.**

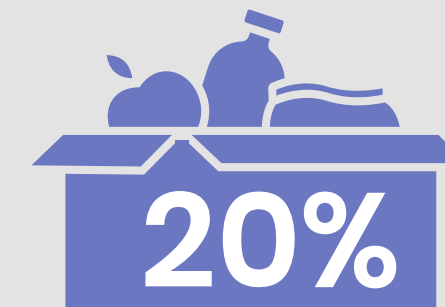
This compares with just 35% of those who agreed with the same statement from a national survey.

**85%**

of customers told us there is a need for more social rented homes in their area.

**64%**

of rented customers told us in 2025, they would like to own their own home one day.



**20%** have used a food bank at least once in 2025, compared to 17% in 2023 and 14% in 2022.

**48% due to finances**  
**34% both**  
**18% due to condition of property**

**35%**

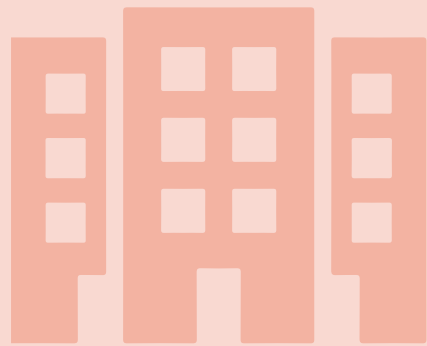
**find it difficult to heat their home in the Winter**

# Key findings:

Of the customers who responded to our survey:

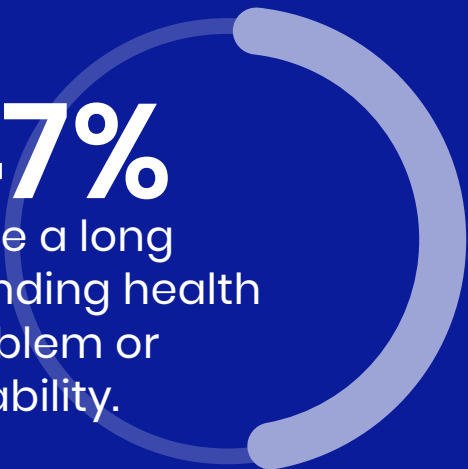
87%

of customers feel safe in the public space and pathways in their neighbourhood in 2025



47%

have a long standing health problem or disability.



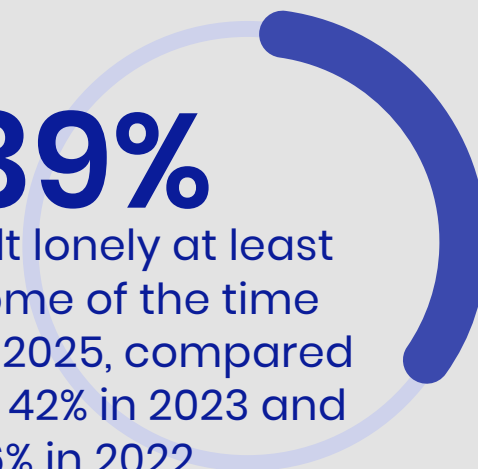
27%

say their mental health has got worse in 2025, compared to 37% in 2023 and 33% in 2022



39%

felt lonely at least some of the time in 2025, compared to 42% in 2023 and 36% in 2022.



93%

are online and use the internet in 2025, an increase of 10% since 2020.



75%

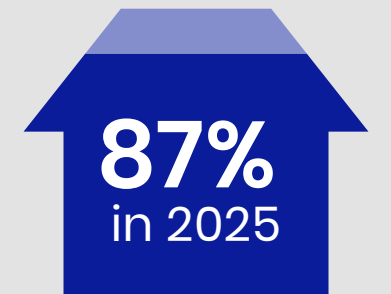
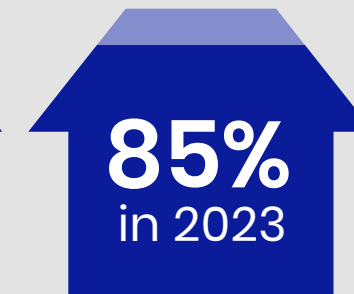
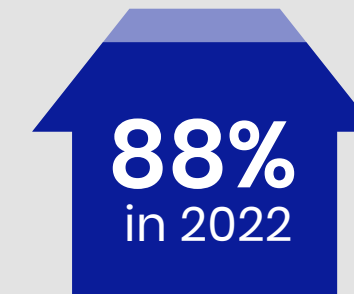
are confident using online services, compared to 73% in 2023 and 79% in 2022



88%  
in 2022

85%  
in 2023

87%  
in 2025

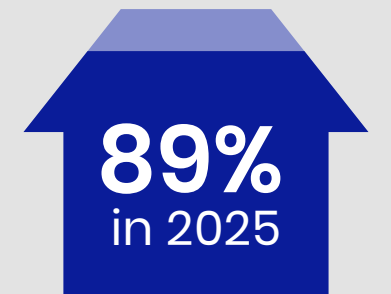
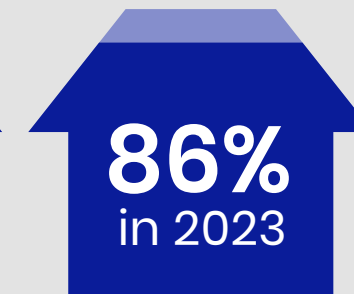
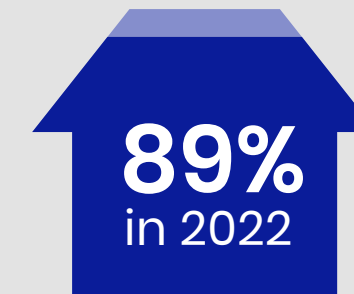


Feel they belong in their neighbourhood.

89%  
in 2022

86%  
in 2023

89%  
in 2025



Feel their neighbourhood is a good place to live.



# How we are investing in our homes to make them warmer to live in

In 2024, an estimated 13% of households living in social housing in England were in fuel poverty<sup>4</sup>. We know that fuel poverty can have an impact on individuals' health, as well as putting pressure on household finances and wellbeing. To better understand how our customers are impacted, this year we introduced a new question to explore how easy or difficult our customers find it to keep their homes warm in the winter. **One in three** (35% of) customers told us they find it quite or very difficult.

Of the customers who find it difficult to keep their home warm during the winter, we asked whether this was a result of their finances and the cost of heating, the condition of their property, or both.

Positively, **thousands of LiveWest customers** will be getting upgrades to their homes to make them warmer and cheaper to run. This is thanks to £8 million of Government funding which has been

awarded as part of the Warm Homes scheme, and LiveWest are also investing a further £8 million. The money will be invested in energy efficiency upgrades which will make our homes warmer, more comfortable and more affordable to heat. This should provide much needed support at a time when customers are struggling with rising energy costs.

**Why do you find it difficult to keep your home warm in the winter?**

**48%**  
My finances/  
the cost of  
living

**18%**  
The  
condition of  
my property

**34%**  
Both finances  
and property  
condition



**If you are a customer struggling with the cost of living crisis and need support, there is help available for you from us, as well as from the government and other charities and organisations.**



# Supporting our customers through challenging times

This year's survey highlights the challenges many of our customers face day-to-day as we continue to see the effects of the increase in the cost of living.

One in two customers said they are quite or very worried about money. This goes up to three in four for people whose mental health has got worse in the last six months. We recognise that financial stress can have an impact on physical and mental health, particularly when individuals cannot afford basic things like food and heating.

One in five customers we spoke to also told us that they had used a food bank at least once in the last year. Over the last five years the number of our customers using food banks has gone up by 53%. Our customers are not alone; across the country, the charity Trussell Trust<sup>5</sup> has reported a 51% increase in food bank usage over the last five years. 25% of our customers also told us that

they tend to run out of money before the end of the week or month, and a further 32% only have enough money for the essentials. This highlights the financial challenges our customers are facing.

Between April 2024 and March 2025, LiveWest provided 605 customers with over £95,000 worth of grants. Most (87%) of these grants focussed on giving customers support to afford essentials including food and heating. Alongside the grants, we have also partnered with [Harmony Fire and charity partner Rapid Relief Team \(RRT\)](#) to distribute food parcels to 17 food banks, community organisations and distribution centres across our communities in the South West.





# How we are helping to improve opportunities for young people in the South West

In 2022, the Centre for Social Mobility<sup>6</sup> revealed that the South West had the lowest education results for disadvantaged students compared to any other region.

This year we asked our customers for their views on social mobility and the biggest barriers for young people in their area to succeed in life.

Positively, our customers felt more hopeful that individuals have a fair chance to succeed through talent and hard work, compared to the results of a wider national survey<sup>7</sup>.

Our customers also told us that the three biggest barriers for young people to succeed in their area are:

34%



Lack of job opportunities

17%



Low wages

13%



Poor transport options



It is widely recognised that access to stable housing can have a positive impact on educational achievements for children<sup>8</sup>. As a housing association, LiveWest has a key role to play in providing these stable housing options for families across the South West.

As part of our new corporate strategy LiveWest plans to deliver at least 5,000 affordable homes across the region over the next five years.

As a large employer in the South West, LiveWest has a role to play in providing opportunities for individuals and the communities it works in. One initiative is our **apprenticeship programme**, which has continued to grow since it was launched in 2015.

Alongside the apprenticeship programme we have also seen the development of our Women in Trades campaign which launched in 2021, with

an aim to promote our female trades force and encourage more women to pursue a trades career.

This year LiveWest has collaborated with the **South West Social Mobility Commission (SWSMC)** to help with research to improve education and employment outcomes for disadvantaged young people in the South West.

By sharing our high level results<sup>9</sup> for the three social mobility questions asked in the Slice of Life survey, we have provided SWSMC with valuable insight into the perceptions of social mobility and barriers for young people in the South West, which they have included in their 2025 annual report, **Breaking Ground**.

<sup>6</sup> Social Mobility in the South West report

<sup>7</sup> Opinions and Lifestyle Survey from the Office for National Statistics

<sup>8</sup> Social Mobility Commission - [State of the nation 2021: Social mobility and the pandemic](#)

<sup>9</sup> No details were included in the results which could identify any respondent.



## Contact us



Access our **Customer Portal** [here](#)



Visit our website, **livewest.co.uk**



Call us on **0300 123 8080**

## How you can get involved

There are many different ways you can give us your views, from taking part in a quick survey or attending a focus group or even joining our customer scrutiny group, InFocus.

Take part in our exciting campaigns for you to give your views on our different services, strategies and policies. We really want to hear what you have to say. We ask for your views in a variety of ways, including surveys, polls, questionnaires and focus groups.

Your views matter to us, to find out more about all of the ways you can **get involved, click here**

## Join us on social media

Find us on Facebook at **@WeAreLiveWest** and join our Your Views group.

Or Instagram **@WeAreLiveWest**

