Incentives – Plain English Guide

What this is about

Sometimes L&Q offers an incentive (for example, a voucher) when you move into certain homes. This document explains who can get an incentive, how it works, and when it might not be given.

Who can get an incentive?

You may be eligible only if all of the following apply:

- You meet the scheme rules for the home you are applying for (London Living Rent, Rent to Buy, or Intermediate Market Rent).

- You pass L&Q's eligibility and affordability checks.

- You have the legal right to rent in the UK.

- You sign the tenancy agreement.

- You physically move into the property.

- You meet any extra conditions set out in the specific incentive offer.

If there is more than one tenant, everyone must meet these conditions.

Important things to know about incentives

- Incentives are not guaranteed and can be changed or withdrawn at any time.

- Only one incentive is available per home, unless mentioned.

- Incentives cannot be combined with other offers unless clearly stated.

- Incentives cannot be exchanged for cash.

If your incentive is a voucher

- The voucher may be a physical gift card or an e-voucher sent by email.

- Vouchers are issued in line with the offer, but delays caused by voucher providers are outside L&Q's control.

- Once delivery of a physical voucher is confirmed, L&Q is not responsible for loss or non-receipt.

- E-vouchers will be sent to the primary email address you provide.

- Any expiry dates or usage rules are set by the voucher provider and must be followed by you.

- Lost, expired, stolen, or misused vouchers are not replaced unless the issue was caused by L&Q.

- Vouchers are normally issued within 75 days of the tenancy start date.

Scheme-specific rules (summary)

London Living Rent: GLA eligibility rules apply, including income limits, priority criteria and London residency requirements.

Rent to Buy: You must intend to save towards buying a home and meet affordability and eligibility rules.

Intermediate Market Rent: Income limits, priority criteria or nomination rules may apply depending on the property.

Your tenancy responsibilities

- You must sign the tenancy by the date stated in the offer.

- You must stay in the home for any minimum period stated in the offer.

- You must pay rent and comply with the tenancy agreement.

- You must not breach any good neighbourhood agreement.

- If the tenancy ends early and the voucher has not been issued, the incentive may be cancelled.

Other important information

- Incentives cannot be transferred to another person.

- These terms do not form part of your tenancy agreement.

- You remain responsible for rent, service charges, council tax, utilities, and other household costs.

- Personal data may be shared with voucher providers to issue the incentive.

- Incentives are for personal use only and any tax implications are your responsibility.