

Welcome to Magenta Living's 2022/23 Annual Report

As the new CEO, I'm honoured to have the opportunity to lead the team at Magenta Living as we work to create a brighter future for our customers and communities.

Together, Wendy Gooley, Chair of Magenta Communities Committee, and I are pleased to share with you details about our performance over the past year and how we believe we have delivered for our customers. As we look back on 2022/23, we can report that we have achieved pleasing results.



Wendy Gooley, Chair of Magenta Communities Committee

The year was not without its issues for the housing sector and the communities we operate in. Together, we have faced some of our most challenging times, not least the cost-of-living crisis and more recently, severe flooding examples including damp and mould cases in our sector that have had tragic consequences for the families concerned.

We have, as you would expect, been extremely focused on making sure our homes are free from damp and mould. We have surveyed 85% of our homes and our teams are out in our communities daily continuing to complete essential checks. We would however urge you to reach out to us if you are concerned in any way about the presence, however small, of damp or mould in your home. You can contact our Contact Centre on 0800 100 9594 (9A/7).

Magenta Living has strived to make a positive impact on the environment and the communities we operate in. We have implemented several initiatives to reduce our carbon footprint and promote social responsibility.

As we move forward, we are excited to continue our journey with you. We will remain committed to delivering innovative solutions, excellent customer service and a positive contribution to our local communities in whatever way we can.

Looking ahead to 2023/24, we fully support the Housing Registrar's desire that all housing providers, like us, make every possible effort to ensure we have a full understanding of who is behind the door to our homes. We're taking renewed steps to make sure we have the best possible understanding, as this will enable us to continue making a positive difference.

As your CEO, many people have asked me what my vision for Magenta Living is. My aspiration is to deliver three key things: Transform our Culture, Improve the Customer Experience and Build Communities; and for us, it all comes down to empowering people - start with our tenants and our colleagues.

Empowering people is our purpose and it is through empowering people that we will achieve continuous improvement of our services, creating a positive impact for our customers and communities through a more engaged workforce all striving to do the right thing.

Listening to our customers, understanding their needs, exploring new solutions to problems and finding innovative ways to address challenges is going to be key towards our customers feeling empowered. We will always get it right first time but it is important to me that we understand, learn and build trust.

By making sure we collaborate with a wide range of like-minded local organisations, together we will ensure that customers who live in the communities we operate in, are all and always at the heart of what we do.

I look forward to continuing to be there for you throughout the coming year and thank you for your continued support.

Best regards,

A message from Wendy Gooley:

"On Chair of Magenta Communities Committee (MCC) and recently awarded Best in the Region, I am delighted to be involved with Magenta. The future looks bright and I'm looking forward to being part of the journey."



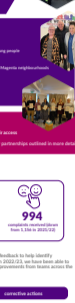
"MCC is a committee made up mainly of Magenta's customers who are committed to ensuring the customer voice is heard and acted upon and that the organisation continues to work positively in our neighbourhoods."

We continue to listen to you – our customers! So, this year's Annual Report is bigger, bolder and more vivid than ever before. We've got you with key facts and figures. We hope you find it an interesting read. If you like more detail, we have also produced reports on:

- Social Value Statement
- Environment, Social and Governance (ESG) Report
- Financial Report and Statements

These documents are available at: www.magenta-living.org.uk/about-us

If you have questions about any of the information in this document, or would like to provide feedback about this report, we would love to hear from you. Please contact the Communications Team on: communications@magenta-living.org.uk



Transform Our Culture, Improve the Customer Experience, Build Communities

Customers and Communities

The Customer Voice



MAGENTA CONNECT is now in its third year – having launched in October 2021. It gives our customers a platform to share their views, have their voice heard and influence how we deliver our services. To recognise the 100th anniversary of the Housing Act 1936, we have created a special badge for our customers to display on their homes.

Success so far has been:

- Number of registered members: 301 (up from 152 last year)
- Number of campaigns in which customers have been able to get involved: 48
- Number of customers visiting MAGENTA CONNECT: 1,400 (up from 1,200 last year)
- Average visits per day to MAGENTA CONNECT: 34

Two of our most engaging campaigns were:

How do we make a good repair? This campaign sought the views of our customers regarding their views on our repair services.



MAGENTA CONNECT Review We asked for our customer views on MAGENTA CONNECT – what you liked and what you didn't like. You took time to read the Review and give us your views, creating a positive impact for our customers. We have taken in all your views and we have been able to act on them. Thank you for your feedback.

Get involved and sign up today! To visit the MAGENTA CONNECT forum www.magentaconnect.org.uk/join-us To check out your project outcomes www.magentaconnect.org.uk/projects-outcomes-2023

If you would like to be involved in future campaigns, please head over to MAGENTA CONNECT at www.magentaconnect.org.uk or call our contact centre on 0800 100 9594 or email communications@magenta-living.org.uk

If you'd like to be involved but don't feel comfortable using technology or need help signing up, please contact us on 0800 100 9594 or email communications@magenta-living.org.uk MAGENTA CONNECT was awarded Compliance Plus status in the Customer Service Excellence accreditation.

This is an independent assessment of how we pursue excellence in delivering our services; they award 'compliance plus status' when they consider we have been innovative or have surpassed their expectations.

Cost of Living Roadshows

To support our customers in response to the emerging cost of living crisis, we embarked on a series of Cost of Living Roadshows. These consisted of colleagues and teams from across Magenta, supported by community partner organisations, actively reaching out to our customers to offer our support and advice.

The response from customers to the roadshows was excellent and the pilots were extended to incorporate other markets such as high-rise building safety and damp and mould consultations.



The approach was awarded Compliance Plus status in the Customer Service Excellence accreditation.

Community Partnerships

Partnership working to create social value within our communities and create opportunities for our customers is a key part of our approach. Our Social Value Framework outlines strategies in this report, outlining our approach in much greater detail.

The Magenta Communities Committee, a Committee of our Board, with a customer majority, oversees our approach.

- 1 Committee Meetings
- 2 Policies/Service Areas Reviewed
- 3 Community Investments Considered
- 4 Community Investments Awarded
- 5 Happy Times Activities
- 6 Community Events
- 7 Community Events
- 8 Community Events
- 9 Community Events
- 10 Community Events

These projects supplement our existing range of community partnerships outlined in more detail in our Social Value Statement.

Customer Experience



Magenta Living is committed to using all forms of customer feedback to help identify opportunities to improve the services we offer and deliver to 2022/23. We have been able to monitor and confirm the implementation of 49 individual improvements from teams across the business as follows:

- 10 pieces of coaching or training
- 6 written improvements
- 31 process improvements
- 2 corrective actions

Further information about how we manage complaints, including our complaints overview and how we conform to the Housing Ombudsman's Complaint Handling Code, can be found on our website at www.magenta-living.org.uk/our-performance.

Anti - Social Behaviour (ASB)

This year we dealt with 299 new ASB cases and closed 286 cases.

Each ASB case can often include multiple incident types including:

89% of customers were satisfied with the results of a ASB. (Based on 937 cases of ASB)

Emergency Response team

Our Emergency Response team provides a 24/7 security service in key areas across our communities which includes:

- Monitoring of our 856 CCTV cameras in our eight high rise blocks
- Responding to who has access to our high rise blocks
- Monitoring out of hours emergencies
- Patrolling ASB 'hot spots'
- Providing extra security for vulnerable tenants
- Reporting fly-tipping in our communities
- Identifying and reporting repairs to our buildings

They have dealt with:

- 630 fly-tipping reports
- 736 ASB reports
- 167 CCTV incidents
- 4,491 addresses attended
- 81% of public on foot
- 743 responsive calls answered
- 2,130 concierge calls

Demand for these services remains similar to last year.

Supporting our most vulnerable residents

The Sustainability Team provides our Tenancy Support Service to almost 1,000 tenants across both general needs and sheltered housing. The aim of this service is to enable our customers to sustain their tenancies and maintain independence in their homes.

Our 19 Sustainability Officers are divided into 3 teams covering the whole of Wirral. On average, each officer has between 50 and 60 customers who they contact each week and, in some cases, more than once a week.

They deal with all kinds of issues for these very vulnerable tenants – most of whom live alone and many of whom have no family support network.

The team helps in many different people including older people, people with physical disabilities or sensory impairment, people with mental health difficulties or learning disabilities or drug or alcohol use problems.

They also identify any emerging issues, for example, as people get older, they may need adaptations to their home, such as grab rails or ramps to access their homes to enable them to remain living independently.

The team is on hand to recognise any potential safeguarding issues such as domestic abuse, physical abuse, financial abuse or neglect.

This team of dedicated colleagues really make a difference in our customers' lives.

Specialist Housing

In addition to our more traditional properties, such as single family houses and blocks of flats, we also have a variety of options for more vulnerable or older residents.

We offer specialist housing for tenants with mental or physical disabilities, a business hostel as well as respite and respite accommodation.

We offer a range of supported accommodation to meet customer needs, including retirement living, accommodation for business people and those with learning difficulties.

We currently have two extra care facilities (Shelley Place and Riverside) which offer independent living in secure and accessible homes with support to care for our customers' needs. And we are very excited to open our third extra care facility, Spectrum Place, taking shape and due to open late this year in Wallasey.

Measuring performance

We compare ourselves against other housing providers (similar to Magenta Living) using our satisfaction figures, which we obtain from our customers through STAR satisfaction surveys.

The STAR framework, used to measure and compare resident experience, is owned by the industry – it is a trading standard approach. Our Social Value Framework outlines strategies in this report, outlining our approach in much greater detail.

Although, at the time of publication, the overall figures have yet to be published by the industry, we can share our results from our customer experience survey. Last year, we were in the top quartile (top 25%) for every satisfaction question, meaning our satisfaction figures are amongst the highest when compared to our peer group.

Customer satisfaction measure	Magenta Living performance
Satisfaction with the quality of our services	86.8%
Satisfaction with the repairs service	85.4%
Satisfaction with the time taken to complete our repairs	84.6%
Satisfaction that we provide a well maintained and safe home	87.2%
Satisfaction that we listen to your views and respond to your feedback	84.1%
Satisfaction that we listen to your views and respond to your feedback	90.8%
Satisfaction that we listen to your views and respond to your feedback	84.2%
Satisfaction that we listen to your views and respond to your feedback	83.1%
Satisfaction with our approach to resolving complaints	84.0%
Satisfaction with complaint handling	81.4%
To what extent do you agree or strongly agree with "My landlord treats me fairly and with respect"	94.5%
To what extent do you agree or strongly agree with "I trust my landlord to do the right thing"	94.2%

The Social Housing Regulation Act which received Royal Assent on 20 July 2023 focuses on the industry's 'Gold' accreditation, setting the standards for the industry. We managed steady improvement in the number of jobs completed at the first visit, which is really important to our customers. We were also able to make and keep over 97% of our appointments with customers, reducing delays.

Towards the end of the financial year performance has dipped due to the impact of industrial action undertaken by some technicians and the subsequent reintegration of those team members into the regular working party.

Property Care is committed to continual improvement and we have set challenging targets for the upcoming financial year in order to sustain a high level of customer service and look after our assets.

We have set targets for the repairs service in 2023/24 of 92% or more of urgent and routine repairs to be completed on site and within 24 working days. We will also ensure 99% of all emergency repairs are attended to within target time.

We are performing very well in comparison to our peers. We benchmark through the Liverpool City Region (LCR) and Pulse (housework), in both groups, we are showing top quartile performance against our targets.

Compliance

99.98% of our homes with a gas safety have an in-date accredited gas safety check

100% of our communal areas have a satisfactory report up to 5 years old

99.99% of our domestic properties have a satisfactory Electrical Installation Condition Report (EICR) up to 5 years old

100% of our communal areas have an in-date report

100% of our buildings with common areas have an in-date accredited Fire Risk Assessment

100% of LOLER Lift Operating & Lifting Equipment (LOLER) reports up to 5 years old

97.56% of communal property lift service inspections completed

100% of lifts, Hoists and Vertical Lift Service inspections completed

100% of water safety - Legionella risk assessments in date

100% of night temperature monitoring for Legionella completed

Investment

Investment spend since 2005: £199.9m

Investment spend 2022/23: £2.5m

In 2022/23 we completed:

Our tenants often feedback how happy they are with the service they receive. Our tenant, Sean Weir, said recently:

"We were ecstatic with our new kitchen and bathroom, from the initial survey and choice we were offered right through to completion."

"The quality of the completed kitchen and bathroom was second to none, even if I had employed a private contractor they would be hard pushed to meet the finish standards that Martin and Nicole, both multi skilled technicians delivered. Please pass on my thanks to them!"

Another happy tenant from Rock Ferry said:

"The technician who completed the bathroom was absolute superb. She wanted to go on for hours talking for everything he had done, she is extremely happy with the bathroom."

Another tenant from Birkenhead was extremely grateful to all the technicians who worked on the new kitchen. It was a great job and the kitchen had to be completely re-designed. She said:

"Everyone is a credit to Magenta - they have all responded to my home needs. The work, I had been expecting a lot of noise but the technicians exceeded what they could and cleaned up after themselves each day."

Developments

In 2022/23 we have built 35 new homes:

We have 325 homes currently on-site with 215 completions expected in 2023/24.

We are committed to building 1,000 new homes over the next 5 years.

Magenta Climate Change Vision

Magenta Living has made a commitment towards sustainability and has a 30-year, net-zero climate strategy. Framework and has a 30-year, net-zero climate strategy. Framework and has a 30-year, net-zero climate strategy.

This year Magenta Living retained our GHG (Sustainable Home Index for Tenants) Gold accreditation, setting the standards for the industry. We managed steady improvement in the number of jobs completed at the first visit, which is really important to our customers. We were also able to make and keep over 97% of our appointments with customers, reducing delays.

In addition to this, we're currently installing External Wall Insulation to 90% of our homes in the Government's Wave 1 Social Housing Decarbonisation Funding, of which Magenta Living's part will be circa £3.6million to deliver sustainable improvements to over 160 homes.

As an organisation, we are committed to learning more and adapting to new ways in which we can improve our sustainability and we hope to be recognised as leading the way in the housing sector.

Culture

At Magenta Living, we understand that a happy and healthy workforce contributes to the quality of service customers receive.

We employ almost 600 colleagues

Our colleagues are passionate and dedicated to providing great services and support to our customers. We have a number of collaborative agreements in place to support our colleagues, including developing our new vision and values.

This approach is pivotal to the culture of the organisation and our ethos to "do the right thing". This builds on the success of our diversity and inclusion strategy.

The year we were awarded the Housing Chartermark for our approach to inclusion for the LGFTD+ community and we were identified for a Liverpool City Region People Award. Our approach to EDI is underpinned by an Equality, Diversity and Inclusion Strategy which has resulted in our gender pay-gap being under 1% for the second year running.

At the end of the March, we launched the Happiness Index, which will set a benchmark for colleague satisfaction, engagement and company culture. We are performing very well in comparison to our peers. We benchmark through the Liverpool City Region (LCR) and Pulse (housework), in both groups, we are showing top quartile performance against our targets.

Our Income Team won the Northern Housing Award for Teams of the Year, recognising their hard work and dedication supporting tenants through a cost of living crisis as they sustain their tenancy and keep their homes.

It is important to Magenta Living to have a diverse and inclusive workforce and we have developed an Equality, Diversity and Inclusion Strategy which supports the creation of a culture of openness and inclusivity.

We have included the Equality and Diversity statistics for our colleagues below:

	Wirral 2021	Magenta 2021	Magenta 2022	Magenta 2023
Male	48.4%	58%	57.4%	56.2%
Female	51.6%	42%	42.6%	43.7%
Disabled	1.2%	2.2%	1.2%	4.4%
0-20	2.2%	2.2%	2.1%	2.6%
BAME	4.8%	1.02%	3.76%	3.4%

If you have any questions about any of the figures or information outlined in this document, or would like to provide feedback about this report, we would love to hear from you. Please contact the Communications Team on: communications@magenta-living.org.uk

You can view our other documents including our Magenta Communities Social Value Statement, Financial Report and Statements and our Environmental, Social and Governance (ESG) Report at www.magenta-living.org.uk/about-us

