

# Magenta Living Self-Assessment against the Housing Ombudsman Complaint Handling Code August 2025

## Section 1: Definition of a complaint

Code provision	Code requirement	Comply: Yes/No	Evidence	Commentary/Explanation
1.2	A complaint must be defined as: 'An expression of dissatisfaction, however made, about the standard of service, actions or lack of action by the landlord, its own staff, or those acting on its behalf, affecting an individual resident or group of residents.'	Yes	Section 3.1 of our Complaints Policy	This definition is used in our complaints policy as well as within any colleague training.
1.3	The resident does not have to use the word 'complaint' for it to be treated as such. Whenever a resident expresses dissatisfaction landlords must give them the choice to make a complaint. A complaint that is submitted via a third party or representative must still be handled in line with the landlord's complaints policy.	Yes	Section 3.1 of our Complaints Policy	We encourage customers to tell us where something has gone wrong, and all expressions of dissatisfaction are handled as per our complaints policy. Through training and ongoing coaching, colleagues are aware that they must record any dissatisfaction, regardless of whether the word 'complaint' is used. Regular call monitoring and quality checks within the Contact Centre are used to confirm that colleagues are identifying and recording these correctly. We frequently accept and handle complaints submitted by third parties.
1.4	Landlords must recognise the difference between a service request and a complaint. This must be set out in their complaints policy. A service request is a request from a resident to the landlord requiring action to be taken to put something right. Service requests are not	Yes	Section 3.1 of our Complaints Policy	This approach is set within complaints policy and service requests are recorded, monitored and reviewed in line with the relevant policy and procedure e.g. repairs / anti-social behaviour (ASB). This year, we have taken steps to improve this process with a new dedicated module in our CRM system enabling enhance capture and reporting, which will further support our service improvement. We also have a feedback mechanism in place for

	complaints, but must be recorded, monitored and reviewed regularly.			instances where a complaint is raised which later transpires to be an initial request for service.
1.5	A complaint must be raised when the resident expresses dissatisfaction with the response to their service request, even if the handling of the service request remains ongoing. Landlords must not stop their efforts to address the service request if the resident complains.	Yes	Section 3.1 & 3.4 of our Complaints Policy	<p>Customers are welcome to submit complaints about ongoing service requests (such as repairs). The service request will continue to be handled in the usual way whilst the complaint investigation is undertaken.</p> <p>Following feedback from the HOS in their review of our complaint policy, we have further strengthened this element within our policy to make it clearer on how we will treat any expressions of dissatisfaction with the handling/ongoing service requests.</p>
1.6	An expression of dissatisfaction with services made through a survey is not defined as a complaint, though wherever possible, the person completing the survey should be made aware of how they can pursue a complaint if they wish to. Where landlords ask for wider feedback about their services, they also must provide details of how residents can complain.	Yes	Section 3.2 of our Complaints Policy	Negative survey feedback is not treated or approached as a complaint by default but where specific feedback does trigger any concern, alerts are in place which may prompt a call from a colleague. When gathering wider feedback from customers, we will signpost our complaints process for any dissatisfaction raised.

## Section 2: Exclusions

Code provision	Code requirement	Comply: Yes/No	Evidence	Commentary/Explanation
2.1	Landlords must accept a complaint unless there is a valid reason not to do so. If landlords	Yes	Section 3.2 of our Complaints Policy	Complaints are only declined if they do not meet the agreed definition or if they clearly meet one of the exclusions as defined within the complaints policy. In

	decide not to accept a complaint, they must be able to evidence their reasoning. Each complaint must be considered on its own merits.			these instances, a “complaint decline” letter is sent to the customer clearly explaining the reason we are unable to handle the matter as a complaint. The reason for exclusion is also recorded on our CRM system for future reference and monitoring. We will always support customers by signposting and working with colleagues to resolve the customers enquiry.
2.2	<p>A complaints policy must set out the circumstances in which a matter will not be considered as a complaint or escalated, and these circumstances must be fair and reasonable to residents. Acceptable exclusions include:</p> <ul style="list-style-type: none"> <li>• The issue giving rise to the complaint occurred over twelve months ago.</li> <li>• Legal proceedings have started. This is defined as details of the claim, such as the Claim Form and Particulars of Claim, having been filed at court.</li> <li>• Matters that have previously been considered under the complaints policy.</li> </ul>	Yes	Section 3.2 of our Complaints Policy	<p>These exclusions are clearly set out in section 3.2 of our complaints policy and align to the suggestions and examples as set out by the Housing Ombudsman.</p> <p>Following feedback from the HOS in their review of our complaint policy, we have further strengthened this element within our policy and removed an exclusion previously included regarding allegation of Board/Colleague misconduct.</p>
2.3	Landlords must accept complaints referred to them within 12 months of the issue occurring or the resident becoming aware of the issue, unless they are excluded on other grounds. Landlords must consider whether to apply discretion to accept complaints made outside this time limit	Yes	Section 3.2 of our Complaints Policy	This approach is stipulated within our complaints policy. Discretion is exercised on a case-by-case basis, particularly where there may be evidence of a continuous or ongoing issue or where the subject matter pertains to health and safety.

	where there are good reasons to do so.			
2.4	If a landlord decides not to accept a complaint, an explanation must be provided to the resident setting out the reasons why the matter is not suitable for the complaints process and the right to take that decision to the Ombudsman. If the Ombudsman does not agree that the exclusion has been fairly applied, the Ombudsman may tell the landlord to take on the complaint.	Yes	Section 3.2 of our Complaints Policy	If a complaint has been raised which later transpires cannot be accepted, we will contact the customer setting out the reasons why the matter is not suitable for the complaints process. A letter template has been created specifically for this purpose and provides details on how the customer can contact the Ombudsman.
2.5	Landlords must not take a blanket approach to excluding complaints; they must consider the individual circumstances of each complaint.	Yes	Section 3.2 of our Complaints Policy	Each complaint is considered based on its individual merits. The decision to decline a complaint is only agreed following a review by the Customer Experience Team Leader / Head of Service.

### Section 3: Accessibility and Awareness

Code provision	Code requirement	Comply: Yes/No	Evidence	Commentary/Explanation
3.1	Landlords must make it easy for residents to complain by providing different channels through which they can make a complaint. Landlords must consider their duties under the Equality Act 2010 and anticipate the needs and reasonable adjustments of	Yes	Section 3.5 of our Complaints Policy  <a href="#">Feedback - comment, compliment or complain about the services we provide   Magenta Living</a>	Details of how to make a complaint can be found on our website. Customers can complain via the following channels: <ul style="list-style-type: none"> <li>• Telephone</li> <li>• Email</li> <li>• Webform</li> <li>• Live Chat</li> </ul>

	residents who may need to access the complaints process.			<ul style="list-style-type: none"> <li>• Face-to-face (at our Customer Hub, or out in the community)</li> <li>• Social Media</li> <li>• Letter</li> </ul> <p>We also monitor accessibility of the process through customer satisfaction surveys which are currently delivered by an external provider.</p>
3.2	Residents must be able to raise their complaints in any way and with any member of staff. All staff must be aware of the complaints process and be able to pass details of the complaint to the appropriate person within the landlord.	Yes	Section 3.4 of our Complaints Policy	<p>The Complaints Policy is also readily available via our intranet for all colleagues to access and share. The policy gives an overview of both stages of the process including what can be expected and the timeframes for responding.</p> <p>The importance of complaints and the provision for managing complaints is discussed and highlighted frequently and at every level across the organisation.</p> <p>As a result, the Customer Experience Team receive and record complaints through a variety of channels and from many different areas of the business.</p>
3.3	High volumes of complaints must not be seen as a negative, as they can be indicative of a well-publicised and accessible complaints process. Low complaint volumes are potentially a sign that residents are unable to complain.	Yes	<p>Magenta Customer and Communities Committee Paper and Minutes</p> <p>Magenta Living Board Papers and Minutes</p> <p>Magenta Living Complaints Policy</p>	Magenta Living has embraced a culture that invites and welcomes feedback from customers. This approach allows us to empower our customers and learn from their perspectives regarding our strengths and areas where we may need improvement.
3.4	Landlords must make their complaint policy available in a clear and accessible format for all residents. This will detail the two-stage process, what will happen at each stage, and the timeframes for	Yes	Magenta Living Complaints Policy	Our complaints policy is available on the website or can be printed and posted out in various alternative formats upon request. It is also readily available via our intranet for all colleagues to access and share. The policy gives an overview of both stages of the process including what can be expected and the timeframes for responding.

	responding. The policy must also be published on the landlord's website.			
3.5	The policy must explain how the landlord will publicise details of the complaints policy, including information about the Ombudsman and this Code.	Yes	Section 3.4 of our Complaints Policy	Our Complaints Policy contains a section outlining how we will publicise information on our complaints policy including information on the Housing Ombudsman and code.  This year, we will be making some improvements to our customer welcome pack and will increase our signposting of the complaint policy, Ombudsman and code.
3.6	Landlords must give residents the opportunity to have a representative deal with their complaint on their behalf, and to be represented or accompanied at any meeting with the landlord.	Yes	Section 3.3 of our Complaints Policy	We frequently accept complaints from customer representatives. Where customers are invited to meet with us, they are consistently reminded of their right to be represented or accompanied.
3.7	Landlords must provide residents with information on their right to access the Ombudsman service and how the individual can engage with the Ombudsman about their complaint.	Yes	Section 3.4 & 3.6 of our Complaints Policy  Complaint Letter Templates	Details of how to contact the Housing Ombudsman are available on our website, upon request via any colleague and within all relevant correspondence such as letters relating to complaints.

## Section 4: Complaint Handling Staff

Code provision	Code requirement	Comply: Yes/No	Evidence	Commentary/Explanations
4.1	Landlords must have a person or team assigned to	Yes	Complaint Resolution Officer Role Profile	We have a dedicated Customer Experience Team consisting of six full time Complaint

	take responsibility for complaint handling, including liaison with the Ombudsman and ensuring complaints are reported to the governing body (or equivalent). This Code will refer to that person or team as the 'complaints officer'. This role may be in addition to other duties.		Customer Experience Team Leader Role Profile	Resolution Officers as well as a Team Leader. They work closely with other areas of the business to ensure that complaints are handled effectively and efficiently. The team are also responsible for reporting complaints performance to Senior Management, our dedicated Customer-led Committee and the Board.
4.2	The complaints officer must have access to staff at all levels to facilitate the prompt resolution of complaints. They must also have the authority and autonomy to act to resolve disputes promptly and fairly.	Yes	Complaint Resolution Officer Role Profile  Customer Experience Team Leader Role Profile	Colleagues are empowered to approach colleagues at all levels to facilitate the timely resolution of complaints and robust escalation stages are built into the process to encourage this approach. Resolution Officers also have an understanding of what they are individually authorised to do in order to resolve customer complaints and at what stage they should escalate their concerns or seek authority to take a particular course of action.
4.3	Landlords are expected to prioritise complaint handling and a culture of learning from complaints. All relevant staff must be suitably trained in the importance of complaint handling. It is important that complaints are seen as a core service and must be resourced to handle complaints effectively.	Yes	Complaints Training delivered by L&D Team	Complaints have been embedded as a core service, and the consideration of customer feedback forms a pivotal part of decision making at Magenta Living. We host regular learning sessions, including deep dives into complaint drivers, to support a culture of learning and continuous improvement. Alongside this, colleagues from across the business are actively involved in both stages of our complaint's procedure, to aid an effective investigation and resolution for the customer. Regular performance monitoring is used to ensure that the complaints team is adequately resourced to effectively manage any current complaints or anticipated increases.

## Section 5: The Complaint Handling Process

Code provision	Code requirement	Comply: Yes/No	Evidence	Commentary/Explanations
5.1	Landlords must have a single policy in place for dealing with complaints covered by this Code. Residents must not be treated differently if they complain.	Yes	Magenta Living Complaints Policy – single organisational policy	We have a single complaints policy which sets out our approach to complaint handling for all customers. Residents who raise complaints are not treated any differently and can still access all other Magenta Living services.
5.2	The early and local resolution of issues between landlords and residents is key to effective complaint handling. It is not appropriate to have extra named stages (such as ‘stage 0’ or ‘informal complaint’) as this causes unnecessary confusion.	Yes	Magenta Living Complaints Policy – single organisational policy	We encourage all customer-facing colleagues to make efforts to resolve any issues as quickly and efficiently as possible to provide an effective service to customers.  Customers will still be offered access to the complaints process in order to ensure dissatisfaction is recorded and that we have an opportunity to learn from any mistakes highlighted
5.3	A process with more than two stages is not acceptable under any circumstances as this will make the complaint process	Yes	Magenta Living Complaints Policy – single organisational policy	We operate a two-stage complaints process in line with the Complaint Handling Code.

	unduly long and delay access to the Ombudsman.			
5.4	Where a landlord's complaint response is handled by a third party (e.g. a contractor or independent adjudicator) at any stage, it must form part of the two stage complaints process set out in this Code. Residents must not be expected to go through two complaints processes.	Yes	Magenta Living Complaints Policy – single organisational policy	We investigate and respond to all complaints about contractors who are delivering services on our behalf and so customers will never need to navigate two different complaint procedures. We maintain strong relationships with our contractors to deliver effective service and complaint management.
5.5	Landlords are responsible for ensuring that any third parties handle complaints in line with the Code.	Yes	Magenta Living Complaints Policy – single organisational policy	We currently have no third-party relationships or arrangements where they would need to handle complaints.
5.6	When a complaint is logged at Stage 1 or escalated to Stage 2, landlords must set out their understanding of the complaint and the outcomes the resident is seeking. The Code will refer to this as “the complaint definition”. If any aspect of the complaint is unclear, the resident must be asked for clarification.	Yes	Section 3.4 of our Complaints Policy Stage 1 Acknowledgement Letter Template Stage 2 Acknowledgement Letter Template	At first point of contact, we seek to understand the customers complaint and desired resolution. This is further clarified by the Complaint Officer during their acknowledgement call/contact. Furthermore, our complaint acknowledgement letters are based on a standard template which ensures that the definition of the complaint and the desired resolution are captured.  Following feedback from the HOS in their review of our complaint policy, we have further strengthened this element within our policy.
5.7	When a complaint is acknowledged at either stage, landlords must be clear which aspects of the complaint they are, and are not, responsible for and clarify any areas where this is not clear.	Yes	Section 3.4 of our Complaints Policy	As well as confirming the detail of the complaint, we will always be clear with our customers which matters will not be investigated as part of that complaint and to explain why. We also confirm this in our complaint acknowledgement letters.

				Following feedback from the HOS in their review of our complaint policy, we have further strengthened this element within our policy.
5.8	<p>At each stage of the complaints process, complaint handlers must:</p> <ul style="list-style-type: none"> <li>a. deal with complaints on their merits, act independently, and have an open mind;</li> <li>b. give the resident a fair chance to set out their position;</li> <li>c. take measures to address any actual or perceived conflict of interest; and</li> <li>d. consider all relevant information and evidence carefully.</li> </ul>	Yes	Magenta Living Complaints Policy	<p>Complaints are investigated impartially by an independent team of complaint officers. If any conflict of interest is believed to be present, then steps are taken to ensure that this does not impact the objective nature of the complaint investigation. In addition to this, case reviews and quality assurance are completed which help to highlight any concerns regarding the handling of individual cases. Limited personal information is shared internally to facilitate effective and efficient investigations.</p> <p>We also ensure that independence and impartiality are maintained at the second stage of the process by ensuring that the Investigating Officer was not involved in any way with the stage 1 investigation and they are not therefore subject to any bias.</p>
5.9	Where a response to a complaint will fall outside the timescales set out in this Code, the landlord must agree with the resident suitable intervals for keeping them informed about their complaint.	Yes	Section 3.4 of Magenta Living Complaints Policy	<p>Where it is not possible for us to reach an adequate resolution within the timescales set out in the code, the reason for this is discussed with the customer and plan for working towards a resolution will be agreed. This will include a communication plan to ensure the customer receives frequent updates via a channel which suits them and followed up in writing.</p> <p>Following feedback from the HOS in their review of our complaint policy, we have further strengthened this element within our policy to clearly set out our approach to</p>

				maintaining communication with the customer.
5.10	Landlords must make reasonable adjustments for residents where appropriate under the Equality Act 2010. Landlords must keep a record of any reasonable adjustments agreed, as well as a record of any disabilities a resident has disclosed. Any agreed reasonable adjustments must be kept under active review.	Yes	Magenta Living Complaints Policy Equality Impact Assessment	<p>Our policy has been subject to an Equality Impact Assessment and colleagues receive regular training regarding the importance of Equality, Diversity and Inclusion.</p> <p>All complaint resolutions consider the needs and vulnerabilities of the customers, and we seek to understand the impact this has had on customers when raising a complaint. These are recorded in our system and are used to tailor service for customers.</p> <p>This year, we will take steps to improve how we capture and monitor customer needs as we migrate to a new CRM system.</p> <p>Correspondence relating to complaints and any other matters can be sent in a variety of formats to suit individual needs.</p>
5.11	Landlords must not refuse to escalate a complaint through all stages of the complaints procedure unless it has valid reasons to do so. Landlords must clearly set out these reasons, and they must comply with the provisions set out in section 2 of this Code.	Yes	Section 3.2 of our Complaints Policy	<p>It is very rare that we refuse to escalate a complaint and in instances where we do, the explanation behind this decision is shared with the customer in writing. This rationale includes reference to the relevant policy exclusion where applicable.</p> <p>We keep a record of complaints we refuse to accept and will include a summary of the volumes and types of complaints that we have refused to accept in future annual complaints performance and service improvement reports.</p>

5.12	A full record must be kept of the complaint, and the outcomes at each stage. This must include the original complaint and the date received, all correspondence with the resident, correspondence with other parties, and any relevant supporting documentation such as reports or surveys.	Yes	Magenta Living Salesforce CRM – Complaints Module	The complaints workflow in our CRM system is used to capture all relevant detail about customer complaints including: <ul style="list-style-type: none"> <li>• The date it was received</li> <li>• When and how it was acknowledged</li> <li>• The agreed definition</li> <li>• Associated evidence / correspondence, both internal and external</li> <li>• Other associated interactions</li> </ul>
5.13	Landlords must have processes in place to ensure a complaint can be remedied at any stage of its complaints process. Landlords must ensure appropriate remedies can be provided at any stage of the complaints process without the need for escalation.	Yes	Magenta Living Complaints Policy	We strive to deliver a quality early resolution of complaints for all customers. Colleagues are empowered to remedy matters at any stage of the complaints process. This may be via other existing business processes or by taking a bespoke approach based on the circumstances surrounding the complaint and the customer.
5.14	Landlords must have policies and procedures in place for managing unacceptable behaviour from residents and/or their representatives. Landlords must be able to evidence reasons for putting any restrictions in place and must keep restrictions under regular review.	Yes	Unreasonable Customer Behaviour Policy	We have approved and published a policy for handling Unreasonable Customer Behaviour which clearly outlines our approach to managing this.
5.15	Any restrictions placed on contact due to unacceptable behaviour must be proportionate and demonstrate regard	Yes	Unreasonable Customer Behaviour Policy	This approach is considered and documented with our Unreasonable Customer Behaviour Policy.

	for the provisions of the Equality Act 2010.			
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## Section 6: Complaints Stages

### Stage 1

Code provision	Code requirement	Comply: Yes/No	Evidence	Commentary/Explanations
6.1	Landlords must have processes in place to consider which complaints can be responded to as early as possible, and which require further investigation. Landlords must consider factors such as the complexity of the complaint and whether the resident is vulnerable or at risk. Most stage 1 complaints can be resolved promptly, and an explanation, apology or resolution provided to the resident.	Yes	Section 3.4 of our Complaints Policy	<p>All Magenta Living colleagues are empowered to resolve complaints as quickly as possible. In circumstances where this can be achieved, the information surrounding the complaint and resolution will be captured and a written response provided as soon as possible but often later than the actual resolution date.</p> <p>For complaints which we are unable to resolve swiftly and/or during our first contact, the Customer Experience Team will receive a referral. These are reviewed and prioritised based not only on the date they were received but also on aspects such as their complexity, any associated risks and the tenant's individual circumstances.</p>

6.2	Complaints must be acknowledged, defined and logged at stage 1 of the complaints procedure within five working days of the complaint being received.	Yes	Section 3.4 of our Complaints Policy	<p>We log and acknowledge all stage 1 complaints in writing within a maximum of five working days. We actively monitor and report on our performance regarding the acknowledgement of complaints.</p> <p>Following feedback from the HOS in their review of our complaint policy, we have further strengthened this element within our policy.</p>
6.3	Landlords must issue a full response to stage 1 complaints within 10 working days of the complaint being acknowledged.	Yes	Section 3.4 of our Complaints Policy	<p>Having acknowledged a complaint, we will always endeavour to provide a full and final response within 10 working days.</p>
6.4	Landlords must decide whether an extension to this timescale is needed when considering the complexity of the complaint and then inform the resident of the expected timescale for response. Any extension must be no more than 10 working days without good reason, and the reason(s) must be clearly explained to the resident.	Yes	Section 3.4 of our Complaints Policy	<p>We aim to understand as early as possible whether a complaint is likely to require an extension beyond the 10-day target. This will be discussed with the customer via their preferred communication channel and will be confirmed in writing.</p> <p>The template used for this ensures that the expected resolution date is captured and not more than 10 further working days in the future. It also provides an update on the current position of the complaint and the reason that we felt it necessary to extend the deadline.</p> <p>Following feedback from the HOS in their review of our complaint policy, we have further strengthened this element within our policy.</p>
6.5	When an organisation informs a resident about an extension to these	Yes	Section 3.4 of our Complaints Policy	<p>We use a standard letter template when confirming a complaint extension with customers. The letter template ensures that</p>

	timescales, they must be provided with the contact details of the Ombudsman.			residents are provided with contact details for The Housing Ombudsman.
6.6	A complaint response must be provided to the resident when the answer to the complaint is known, not when the outstanding actions required to address the issue are completed. Outstanding actions must still be tracked and actioned promptly with appropriate updates provided to the resident.	Yes	Section 3.4 of our Complaints Policy	<p>Complaints are closed with outstanding actions which cannot be practically completed within the complaint-handling timeframe. We have an aftercare tracker for monitoring actions which remain outstanding at the point the complaint is closed. This tracker assigns responsibility for the actions to appropriate colleagues and prompts regular reviews to ensure things are progressing as expected. These items are not closed until all outstanding actions associated with the complaint have been completed.</p> <p>Following feedback from the HOS in their review of our complaint policy, we have further strengthened this element within our policy.</p>
6.7	Landlords must address all points raised in the complaint definition and provide clear reasons for any decisions, referencing the relevant policy, law and good practice where appropriate.	Yes	Section 3.4 of our Complaints Policy	Complaint investigations are frequently multi-faceted and we will always ensure that each element of the complaint is responded to accordingly. Where appropriate, we will list the relevant policy, practice or legislation which has been used as evidence and informed our decision making.
6.8	Where residents raise additional complaints during the investigation, these must be incorporated into the stage 1 response if they are related and the stage 1 response has not been issued. Where the stage 1 response has been issued,	Yes	Section 3.4 of our Complaints Policy	Should new issues arise or information become apparent during the investigation of a complaint, we will incorporate this into the original investigation and response. If the matters are completely unrelated, we are close to issuing a response or where incorporating them would cause a significant delay, we will generally suggest that these are investigated as a separate complaint.

	the new issues are unrelated to the issues already being investigated or it would unreasonably delay the response, the new issues must be logged as a new complaint.			<p>This approach ensures that each issue raised gets the care and attention it deserves.</p> <p>Following feedback from the HOS in their review of our complaint policy, we have further strengthened this element within our policy.</p>
6.9	<p>Landlords must confirm the following in writing to the resident at the completion of stage 1 in clear, plain language:</p> <ul style="list-style-type: none"> <li>a. the complaint stage;</li> <li>b. the complaint definition;</li> <li>c. the decision on the complaint;</li> <li>d. the reasons for any decisions made;</li> <li>e. the details of any remedy offered to put things right;</li> <li>f. details of any outstanding actions; and</li> <li>g. details of how to escalate the matter to stage 2 if the individual is not satisfied with the response.</li> </ul>	Yes	<p>Section 3.4 of our Complaints Policy</p> <p>Stage 1 Complaint Response Template Letter</p>	<p>We use a templated response which prompts colleagues to supply all of the required information whilst leaving them free to tailor their response to each complaint and set of circumstances.</p>

## Stage 2

Code provision	Code requirement	Comply: Yes/No	Evidence	Commentar/Explanations
6.10	If all or part of the complaint is not resolved to the resident's satisfaction at stage 1, it must be progressed to stage 2 of	Yes	Section 3.4 of our Complaints Policy	At the point a complaint is closed at stage 1, customers are informed of their right to escalate the complaint to the next stage of

	the landlord's procedure. Stage 2 is the landlord's final response.			the process should they remain dissatisfied with any element of the resolution.
6.11	Requests for stage 2 must be acknowledged, defined and logged at stage 2 of the complaints procedure within five working days of the escalation request being received.	Yes	Section 3.4 of our Complaints Policy	Requests to escalate complaints are recorded and acknowledged within five working days of being received.
6.12	Residents must not be required to explain their reasons for requesting a stage 2 consideration. Landlords are expected to make reasonable efforts to understand why a resident remains unhappy as part of its stage 2 response.	Yes	Section 3.4 of our Complaints Policy	We will not obstruct a resident's right to access the second stage of the process simply because of a lack of clarity surrounding the escalation, however the scope of the complaint appeal may be agreed and refined before or after it is formally acknowledged.  Following feedback from the HOS in their review of our complaint policy, we have further strengthened this element within our policy.
6.13	The person considering the complaint at stage 2 must not be the same person that considered the complaint at stage 1.	Yes	Section 3.4 of our Complaints Policy	Stage 2 complaint appeals are allocated to a colleague who was not involved in the stage 1 investigation to ensure impartiality.
6.14	Landlords must issue a final response to the stage 2 within 20 working days of the complaint being acknowledged.	Yes	Section 3.4 of our Complaints Policy	Having acknowledged a stage 2 complaint, we will always endeavour to provide a full and final response within 20 working days.
6.15	Landlords must decide whether an extension to this timescale is needed when considering the complexity of the complaint and then inform	Yes	Section 3.4 of our Complaints Policy	We aim to understand as early as possible whether a stage 2 complaint is likely to require an extension beyond the original 20-day target. Any proposed extension is discussed with the resident via their

	the resident of the expected timescale for response. Any extension must be no more than 20 working days without good reason, and the reason(s) must be clearly explained to the resident.			<p>preferred communication channel and will also be confirmed in writing. The template used for this extension ensures that the expected resolution date is captured and not more than 20 further working days in the future. It also provides an update on the current position of the complaint and the reason that we felt it necessary to extend the deadline.</p> <p>Following feedback from the HOS in their review of our complaint policy, we have further strengthened this element within our policy.</p>
6.16	When an organisation informs a resident about an extension to these timescales, they must be provided with the contact details of the Ombudsman.	Yes	Section 3.4 of our Complaints Policy	<p>Just as at stage 1 of the process, residents are regularly reminded of their right to approach the Housing Ombudsman and the letter issued where an extension is agreed specifically highlights this, including the relevant contact details.</p> <p>Following feedback from the HOS in their review of our complaint policy, we have further strengthened this element within our policy.</p>
6.17	A complaint response must be provided to the resident when the answer to the complaint is known, not when the outstanding actions required to address the issue are completed. Outstanding actions must still be tracked and actioned promptly with appropriate updates provided to the resident.	Yes	Section 3.4 of our Complaints Policy	<p>Just as at stage 1, stage 2 complaints are often closed with outstanding actions which cannot be practically completed within the complaint-handling timeframe. We have developed an aftercare tracker for monitoring actions which remain outstanding at the point the complaint is closed. This tracker assigns responsibility for the actions to appropriate colleagues and prompts regular reviews to ensure things are progressing as expected. These items are not closed until all outstanding</p>

				<p>actions associated with the complaint have been completed.</p> <p>Following feedback from the HOS in their review of our complaint policy, we have further strengthened this element within our policy.</p>
6.18	Landlords must address all points raised in the complaint definition and provide clear reasons for any decisions, referencing the relevant policy, law and good practice where appropriate.	Yes	Section 3.4 of our Complaints Policy	Complaint investigations are frequently multi-faceted, and we will always ensure that each element of the complaint is responded to accordingly. Where appropriate, we will list the relevant policy, practice or legislation which has been used as evidence and informed our decision making.
6.19	<p>Landlords must confirm the following in writing to the resident at the completion of stage 2 in clear, plain language:</p> <ul style="list-style-type: none"> <li>a. the complaint stage;</li> <li>b. the complaint definition;</li> <li>c. the decision on the complaint;</li> <li>d. the reasons for any decisions made;</li> <li>e. the details of any remedy offered to put things right;</li> <li>f. details of any outstanding actions; and</li> <li>g. details of how to escalate the matter to the Ombudsman Service if the individual remains dissatisfied.</li> </ul>	Yes	<p>Section 3.4 of our Complaints Policy</p> <p>Stage 2 Complaint Response Template Letter</p>	We currently use a template which prompts colleagues to supply all of the required information whilst leaving them freed to tailor their response to each complaint and set of circumstances. Our stage 2 templates specifically explain the fact that this is the final stage of our internal process and that should customers remain dissatisfied that the next escalation point would be directly to the Housing Ombudsman. Full contact details are included.
6.20	Stage 2 is the landlord's final response and must involve all	Yes		The Customer Experience Team allocate Stage 2 complaints investigations to the

	suitable staff members needed to issue such a response.			most appropriate colleague based on a collective wealth of experience. We also foster and encourage a collaborative approach whereby colleagues can work with subject matters from across the business to ensure that our final response is balanced, complete and well informed.
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## Section 7: Putting things right

Code provision	Code requirement	Comply: Yes/No	Evidence	Commentary/Explanations
7.1	<p>Where something has gone wrong a landlord must acknowledge this and set out the actions it has already taken, or intends to take, to put things right. These can include:</p> <ul style="list-style-type: none"> <li>• Apologising;</li> <li>• Acknowledging where things have gone wrong;</li> <li>• Providing an explanation, assistance or reasons;</li> <li>• Taking action if there has been delay;</li> <li>• Reconsidering or changing a decision;</li> <li>• Amending a record or adding a correction or addendum;</li> <li>• Providing a financial remedy;</li> </ul>	Yes	Complaint Letter Templates	<p>Our Customer Experience team work independently from the business to investigate and resolve complaints. Upon triage, a Complaints Resolution Officer will contact the customer to acknowledge the complaint, apologise and understand what has gone wrong.</p> <p>They will work cross-functionally to investigate the complaint, take action to resolve and progress any delayed action.</p> <p>All further details are discussed and agreed throughout the investigation and clarified in the resolution letters issued by the Customer Experience Team.</p> <p>The team are empowered to challenge and change a decision, amend records, and provide financial remedy, where deemed appropriate. Through managerial oversight,</p>

	<ul style="list-style-type: none"> <li>Changing policies, procedures or practices.</li> </ul>			<p>our team are coached and supported to drive independent, customer focussed outcomes.</p> <p>As part of our service improvement and learning from complaints, thematic and root cause analysis often lead to changes in working practises, policies or procedures.</p>
7.2	Any remedy offered must reflect the impact on the resident as a result of any fault identified.	Yes	Magenta Living Compensation Policy	Our compensation policy reflects Housing Ombudsman guidance on redress and will always consider the impact on our customer.
7.3	The remedy offer must clearly set out what will happen and by when, in agreement with the resident where appropriate. Any remedy proposed must be followed through to completion.	Yes	Magenta Living Compensation Policy Complaint Letter Templates Internal Aftercare Tracker	Wherever possible, we will provide exact dates for any actions agreed within the complaint resolution. We will also attempt to discuss and accommodate individual customer circumstances before recording and monitoring these actions through to completion via our “complaints aftercare” process.
7.4	Landlords must take account of the guidance issued by the Ombudsman when deciding on appropriate remedies.	Yes	Magenta Living Compensation Policy	Our compensation policy reflects Housing Ombudsman guidance on redress.

## Section 8: Self-assessment, reporting and compliance

Code provision	Code requirement	Comply: Yes/No	Evidence	Commentary/Explanations
8.1	Landlords must produce an annual	Yes	Annual Complaints and Performance and Service Improvement Report	Our annual complaints performance and service improvement report has been

	<p>complaints performance and service improvement report for scrutiny and challenge, which must include:</p> <ul style="list-style-type: none"> <li>a. the annual self-assessment against this Code to ensure their complaint handling policy remains in line with its requirements.</li> <li>b. a qualitative and quantitative analysis of the landlord's complaint handling performance. This must also include a summary of the types of complaints the landlord has refused to accept;</li> <li>c. any findings of non-compliance with this Code by the Ombudsman;</li> <li>d. the service improvements made as a result of the learning from complaints;</li> <li>e. any annual report about the landlord's performance from the Ombudsman; and</li> <li>f. any other relevant reports or publications produced by the Ombudsman in relation to the work of the landlord.</li> </ul>			<p>reviewed by our governing body and published on the website</p>
8.2	<p>The annual complaints performance and service improvement report must be reported to the landlord's governing body (or equivalent) and published on</p>	Yes	<p>Annual Complaints Performance and Service Improvement Report</p>	<p>The annual complaints performance and service improvement report was shared with our governing body on 16 May 2024. Their response was received on 22 May 2024 and both documents have now been published on our website <a href="#">HERE</a>.</p>

	the section of its website relating to complaints. The governing body's response to the report must be published alongside this.			
8.3	Landlords must also carry out a self-assessment following a significant restructure, merger and/or change in procedures.	Yes	N/A	No restructure, merger or changes to report.
8.4	Landlords may be asked to review and update the self-assessment following an Ombudsman investigation.	Yes	Annual Self-Assessment	As part of our annual review process, we have completed a review and updated our self-assessment in April 2025
8.5	If a landlord is unable to comply with the Code due to exceptional circumstances, such as a cyber incident, they must inform the Ombudsman, provide information to residents who may be affected, and publish this on their website Landlords must provide a timescale for returning to compliance with the Code.	Yes		We have so far been fortunate enough not to find ourselves in this situation but understand the expectation should this situation ever arise.

## Section 9: Scrutiny & oversight: continuous learning and improvement

Code provision	Code requirement	Comply: Yes/No	Evidence	Commentary/Explanations
9.1	Landlords must look beyond the circumstances of the	Yes	Annual Complaints and Service Improvement Report	Complaints are used as an invaluable tool to identify learning opportunities including

	individual complaint and consider whether service improvements can be made as a result of any learning from the complaint.			process and system improvements. Trend analysis is frequently shared with Senior Management and Board members in order to help guide focus and drive significant improvements throughout the organisation.
9.2	A positive complaint handling culture is integral to the effectiveness with which landlords resolve disputes. Landlords must use complaints as a source of intelligence to identify issues and introduce positive changes in service delivery.	Yes	Annual Complaints and Service Improvement Report	Both the complaint and learning processes are delivered with the full support of the Customer Experience Team. This ensures that all business areas have the tools they need to gain maximum benefit from complaints which includes driving a positive culture centred around continuous improvement.
9.3	Accountability and transparency are also integral to a positive complaint handling culture. Landlords must report back on wider learning and improvements from complaints to stakeholders, such as residents' panels, staff and relevant committees.	Yes	Magenta Customer and Communities Committee Minutes Annual Complaints and Service Improvement Report	Regular updates regarding learning from complaints are provided to senior management, Board and Magenta Communities Committee. Individual learning opportunities are often shared with residents as part of their complaint resolution whilst broader updates are highlighted within the annual report.
9.4	Landlords must appoint a suitably senior lead person as accountable for their complaint handling. This person must assess any themes or trends to identify potential systemic issues, serious risks, or policies and procedures that require revision.	Yes	Andy Lomas, Chief Operating Officer has lead responsibility for complaints reporting to Board.	Andy works closely with the Customer Director and Head of Customer Voice to understand and analyse the outcome of complaints. Board receives regular updates on complaint handling performance including thematic analysis focused on the root causes of resident dissatisfaction.
9.5	In addition to this a member of the governing body (or equivalent) must be appointed to have lead responsibility for	Yes	Myles Edwards, Senior Independent Board Director, has been appointed as Magenta Living's MRC.	Myles works closely with Andy and other senior leaders to support a positive complaint handling culture.

	complaints to support a positive complaint handling culture. This person is referred to as the Member Responsible for Complaints ('the MRC').			
9.6	The MRC will be responsible for ensuring the governing body receives regular information on complaints that provides insight on the landlord's complaint handling performance. This person must have access to suitable information and staff to perform this role and report on their findings.	Yes	MRC routine meetings with COO	The Board including the MRC receive regular updates highlighting both the quantitative and qualitative aspects of complaints handling. The MRC is provided with information to enable informed decision making as well as being in regular contact with officers and appropriate colleagues across the business should they require any further information.
9.7	As a minimum, the MRC and the governing body (or equivalent) must receive: <ul style="list-style-type: none"> <li>a. regular updates on the volume, categories and outcomes of complaints, alongside complaint handling performance;</li> <li>b. regular reviews of issues and trends arising from complaint handling;</li> <li>c. regular updates on the outcomes of the Ombudsman's investigations and progress made in complying with orders related to severe maladministration findings; and</li> <li>d. annual complaints performance and service improvement report.</li> </ul>	Yes	Magenta Customer and Communities Committee Paper and Minutes  Magenta Living Board Papers and Minutes	Our Board and MRC receive updates on a regular basis and their feedback, commentary and actions are fully documented.

<p>9.8</p>	<p>Landlords must have a standard objective in relation to complaint handling for all relevant employees or third parties that reflects the need to:</p> <ul style="list-style-type: none"> <li>a. have a collaborative and co-operative approach towards resolving complaints, working with colleagues across teams and departments;</li> <li>b. take collective responsibility for any shortfalls identified through complaints, rather than blaming others;</li> <li>and</li> <li>c. act within the professional standards for engaging with complaints as set by any relevant professional body.</li> </ul>	<p>Yes</p>	<p>Magenta Living Values – Do the Right Thing</p> <p>Colleague Objectives</p>	<p>Magenta Living’s purpose is to empower people to do the right thing in everything that they do. Coupled with our values which focus on transforming our culture and improving the customer experience, we believe we have built a strong foundation which encourages all colleagues to work collaboratively across the business keeping their focus on continually achieving the right outcomes for our residents. The transformation journey which we have embarked upon focuses squarely on embracing missed opportunities and looking for any opportunity to improve as a whole rather than encouraging a blame culture.</p>
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